

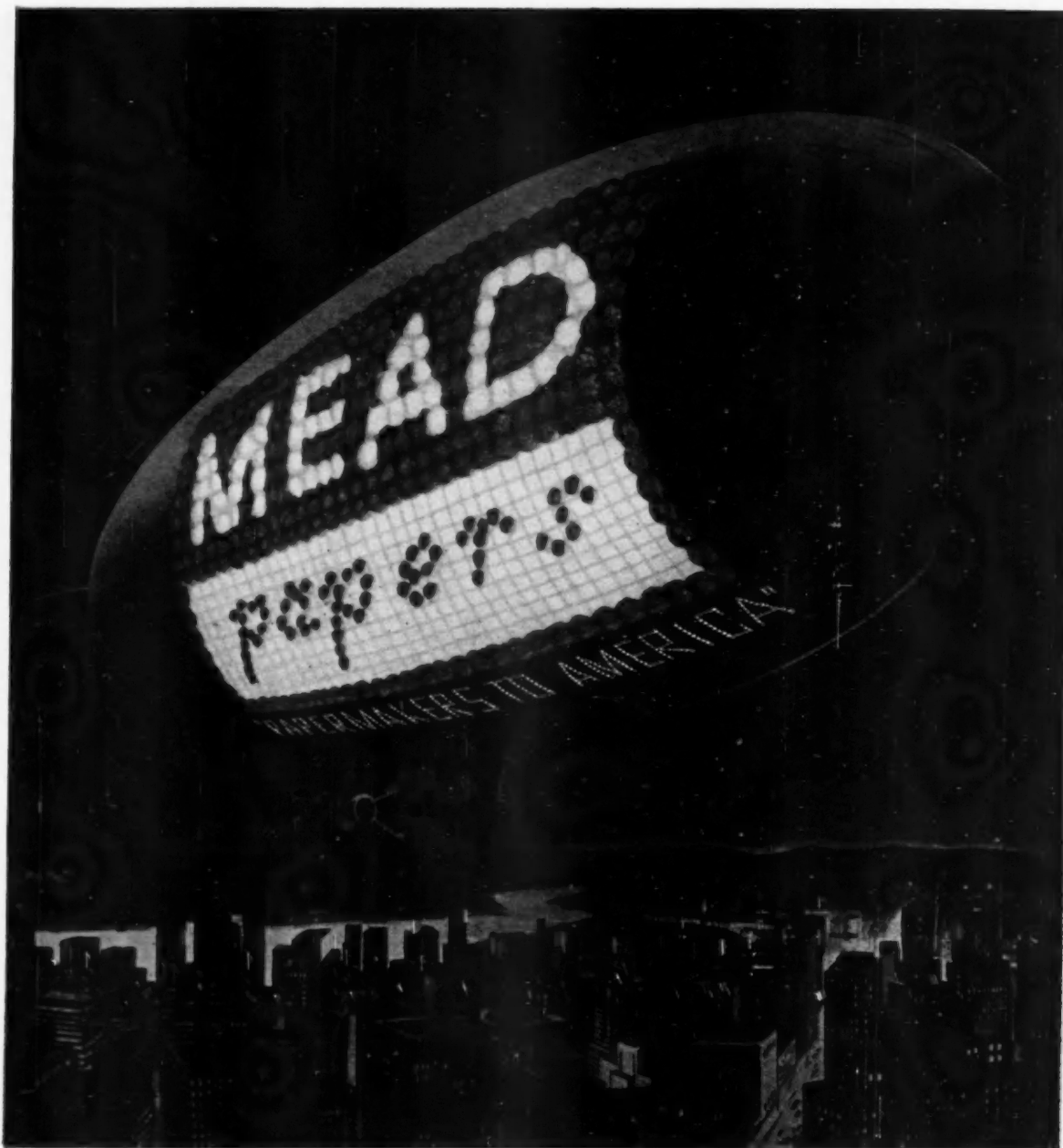
The **REPORTER** *of Direct Mail Advertising*

DECEMBER 1953

**A SALUTE TO THE
NEW DMAA
LEADER**

see page 5





Your letterhead is as much a part of your business personality as your receptionist. MEAD BOND for stationery and envelopes lends correspondence the authority and substance it deserves. Whatever the printing process, MEAD BOND assures a clear, flawless impression. For other office uses, there are MEAD Mimeo.

MEAD DUPLICATOR, and MEAD LEDGER. Each type carries the distinctive Mead watermark. Each type is a specialist without peer.

Your printer or lithographer—and, behind him, America's leading paper merchants—knows that Mead Papers mean business. Ask for convincing evidence.

THE MEAD CORPORATION "Paper Makers to America"



Sales Offices: The Mead Sales Co., 118 W. First St., Dayton 2 • New York • Chicago • Boston • Philadelphia • Atlanta

This advertisement, in full color in *Time* and *Business Week*, helps you.

ALLISON announces
five new lists
of
MERCHANDISE MANAGERS
and
BUYERS
of **LEADING DEPARTMENT STORES**
and **SPECIALTY SHOPS**

in the following categories:

Men's and Boys' Clothing and Furnishings;
Women's Ready-to-Wear, Specialties and
Accessories; Children's and Infants' Wear;
Millinery; House Furnishings

ALL RATED \$20,000 or HIGHER

Lists Guaranteed 100%

Rental Price: \$20 per thousand
plus mailing charges

Further details available on request
for these and the more than 12,000
current Allison lists.

ALLISON MAILING LISTS INC.

Division of
Advertising Distributors of America
400 Madison Avenue, New York 17, N. Y.
MUrray Hill 8-6500

MEMO:

Re: FREE TEST

Babies mean business! Almost four million will be born this year. New mothers buy clothing, toiletries --- items for the laundry, bath-room, kitchen, nursery --- toys, books, magazines and even new homes for the enlarged family.

National Birth Record Company compiles these names nationally and guarantees maximum available names, fast, fresh and at low cost. Approximately 250,000 monthly --- addressed daily as received on gummed perforated labels --- rented for one-time use at \$10 per M.

The names must be good because they are used continuously by a major baby food company which checks them carefully for accuracy before use in sampling.

Why this special offer? If you mail in volume, National Birth Record Company wants you to test FREE as many names as you think necessary to prove the effectiveness of this list. There is absolutely no charge - no obligation. Should your test prove successful, you can have these names in any quantities desired --- at any age level up to two years old --- in any specified area.

Your own design without extra charge. In large quantities, National Birth Record Company will dramatize your labels --- a special border symbolic of your product or a background design in color to match the envelope or order card. No extra charge. These personalized labels will enhance the appearance of your mailing piece.

Lewis Kleid

Another free test offer. The same list owner controls the Windsor Products list. These are mail order buyers of safety pins and other baby accessories resulting from mailings to the New Mother list. Approximately 40,000 brand new names a month. Rents at \$12.50 per M on gummed perforated labels. If you are a mass mailer, you are cordially invited to test these names without cost or obligation. Just write or phone indicating the quantities and test area desired.

LK

Mailing Lists **Lewis Kleid Company** 25 West 45th Street, New York 36, N.Y. Judson 2-0830

The Reporter of DIRECT MAIL ADVERTISING

THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

Volume 16 Number 8

December, 1953

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Henry Hoke
Editor and Publisher

M. L. Strutzenberg
Business Manager

Henry Hoke, Jr.
Advertising Manager

Dudley Lufkin
Field Editor

F. Stern
Circulation

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Cover Story:

SALUTE TO A NEW DMAA LEADER

George Ramage is the name (rhymes with "garage") of the happy looking fellow on our cover. On December 1st in Washington, D.C., the Board of Directors of the Direct Mail Advertising Association announced at its open meeting that George Ramage had been selected to be the new Managing Director of the Association, effective January 1, 1954. He takes the place of William Henderson who resigned following the Detroit Convention for compelling personal reasons; and who leaves with the good wishes of the Board and the membership.

George Ramage is the ideal choice . . . made after screening fifty or more possible candidates. Here's a brief bio: A native of Cleveland, Ohio; graduated from Wharton School of University of Pennsylvania; combat flier in World War I. For 22 years George was Vice President and Advertising Manager of *Instructor Magazine*. Then for eleven years, he was in a similar position with *Young America*. For the last few years he has been West Coast Sales Manager of The Grolier Society.

He is thoroughly schooled in all the ramifications of advertising . . . particularly direct mail, for he has created and produced tons of it. But his extra-curricular activities qualify him even more for the management of DMAA affairs. For eight years he was on the Board of Directors of the New York Sales Executives Club, from which grew the national organization. During the depression years, George worked with Sidney Edlund to organize the famous Man Marketing Clinics . . . and he labored (for free) for years in helping more than 50,000 men and women secure jobs.

He is one of the most genuinely enthusiastic personalities this reporter has ever known. Perhaps his best characteristic is kindness. He likes people. He knows how to get along with them.

So . . . in our estimation the DMAA is in capable hands (and heart). George will bring to an intricate operation just the right kind of mature judgment and down-to-earth experience. He will, come January 1st, tackle with enthusiasm running the ball for a fine Board of Directors . . . to help direct mail hold its proper place in the family of advertising media. His many

America
does business on
**NEKOOSA
BOND**

For distinctive appearance, durability and the prestige of a famous watermark, specify Nekoosa Bond for your letterheads, envelopes and business forms. Nekoosa Bond comes in white, blue, buff, pink, ivory, green, canary, goldenrod, gray, salmon, russet and cherry... a color for every form, every printing requirement. Ask your printer to show you samples!
*Nekoosa-Edwards
Paper Company,
Port Edwards, Wis.*

BOND
Nekoosa
MADE IN U.S.A.



friends around the country may want to write and wish him luck. During his one month transition period from California to New York... address your letters for him to DMAA headquarters at 381 Fourth Ave., New York 16, N. Y. They will be held for him.

Jack Lord, who has done such a wonderful job as field secretary, has been advanced to Associate Managing Director. George and Jack will make an impressive and effective team.

As part of our cover story we should report on the first full dress Board Meeting of the 1953-54 administration. President Larry Chait (Time, Inc.) pulled out all the stops in making it a busy and worthwhile affair.

Coincident with Board Meeting, other groups met at the Mayflower Hotel on November 30th and December 1st to prepare material for presentation to the Board. The DMAA Executive Committee met practically all day November 30th screening final candidates for the Managing Director's position... resulting in the selection of George Rumage along about midnight.

On the morning of November 30th, the DMAA Postal Affairs Committee (William R. Merriam, Washington, D.C., Chairman) met with similar groups from all other trade organizations interested in postal rates... to plan the next battle of Washington (sure to start sometime in January when Congress resumes).

The Educational Committee (Percy Harvey, Topeka, Kansas, Chairman, met during afternoon to lay plans for having more direct mail taught in colleges and universities. There will be a strong drive in that direction and the new Managing Director can help, for he is well acquainted in educational fields.

For dinner and evening, the 1954 Boston Convention Steering and Program Committees met and debated far into the night. Bus Reed was in from Howell, Michigan. He heads Program Committee. Ray Strawbridge (Dickie-Raymond) chairmans the Steering Committee. If half the plans materialize... the Boston Convention will be worth attending (October 13-15, 1954, Hotel Statler).

The Boston Committee couldn't complete its work on the 30th... so resumed at 7:30 breakfast, December 1st. It was the busiest direct mail clan gathering we have ever witnessed and this reporter was run ragged going from one meeting to another.

Larry Chait called the Board Meeting to order promptly at 9:30 with an agenda calling for discussions on twen-

ty important subjects between opening time and four p.m. (Finished on time). Following precedent established by Les Suhler, the entire Board Meeting was open to members. A good practice. Many times, during discussions, members in the audience were asked for opinions. That makes a lively and democratic Association. Board sessions were halted temporarily for luncheon at which the new Managing Director was introduced.

But the most important meeting (for this reporter) occurred during the morning of December 1st. J. S. Roberts of Retail Credit Company came up from Atlanta to have the first full dress meeting of the Public Policy and Ethics Committee, which he chairmans. Only two absentees from the following list of committee members:

Jesse S. Roberts (Chairman), Dir. of Adv., Retail Credit Co., Atlanta, Ga.; John D. Yeck (Co-Chairman), Sales Prom. & Adv. Counsel, Yeck & Yeck, Dayton, O.; S. H. Bernstein, Ed., *Advertising Age*, Chicago, Ill.; Elton Borton, Pres., Advertising Federation of America, New York City; Henry Hoke, Ed., *The Reporter of Direct Mail Advertising*, Garden City, N. Y.; and C. B. Larrabee, Pres., *Printers Ink*, Inc., New York City.

Also on the committee are Edward N. Mayer, Pres., James Gray, Inc., New York City; Fred Michaels, Man., Mail Order Merchandise, Sears Roebuck & Co., Chicago, Ill.; James M. Mosley, Pres., Mosley Mail Order List Service, Boston, Mass.; Maxwell Sackheim, Pres., Maxwell Sackheim, Inc., New York City; W. C. Sproull, Dir. of Adv., Burroughs Corp., Detroit, Mich., and K. B. Willson, Pres., National Better Business Bureau, New York City.

Added to that list (but not as a committee member) was a representative of Post Office Department who will advise on fraud cases... plus Hyman Herman, the new legal counsel of the Association.

It was definitely agreed that for the time being all discussions in Committee Meetings will be "off the record" until such a time as a formal program can be agreed upon and presented to the members. This Committee will not act as a censorship board... but it will sincerely strive to establish a broad Code of Ethics which members will be asked to follow.

Two sub-committees were set up. One to definitely write the preliminary and final draft of the Code. Another will determine how the Code (when approved) will be implemented by publicity, education and enforcement. It's a big step forward for the DMAA. It's a big, important and delicate job ahead for committee members. They will take the job seriously... judging from the long discussions at the Mayflower in Washington.

The DMAA is bursting at the seams with energy and steam. It's on the road to bigger and better things.



SLOPE NEAR THE BRIDGE, a lithograph by Paul Sample

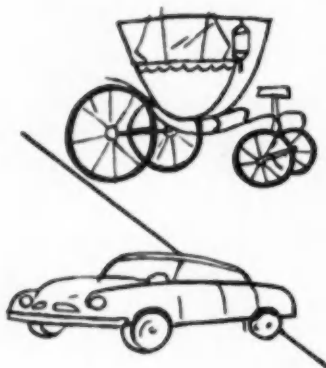
Mohawk Superfine Text



*Mohawk
Paper Mills*

With its exceptional cleanliness and richness of appearance, this finest of text papers adds its manifest integrity to fine printing by letterpress, offset lithography and sheet-fed gravure. Mohawk Paper Mills.

are your
methods
"present
tense?"



If your office is still using a "stagecoach" method of addressing duplicate and monthly mailings, it's high time you changed to Duplistickers. Duplistickers permit your typewriter to assume the role of an addressing machine without installing expensive equipment. For the speed and efficiency demanded today . . . make this "small change" to

DUPLISTICKERS

Made by the manufacturers of the Famous Eureka Mail Aids and File Folder Roll Labels.

Pkg. 25 lettersize sheets
(825 labels) 60¢
at stationery stores
everywhere.
White and five colors.



EUREKA

EUREKA SPECIALTY PRINTING CO.
586 Electric Street, Scranton 9, Pa.

Short Notes

DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

□ **NEW READERS SHOULD REMEMBER** . . . this Short Note Department is designed to give you news and ideas in briefest style possible. Read it with a pencil in your hand. Check items on which you (or your secretary) should do something . . . like writing for copy of material mentioned; making a contact; checking on your own operation, etc. This is a monthly digest of the material which crosses the editor's desk or comes in over the telephone. If you have possible items for S.N. . . send them to us. Every piece of mail is read in *The Reporter* offices.

□ **A MERGER HAS BEEN EFFECTED** between two mail order concerns that have been active in direct mail circles. John and Ann Gilkey of the Northland Cheese Co., Merrill, Wisconsin, have merged with the Wisconsin Cheese Club of Marshfield, Wisconsin. J. H. Figi, Jr., is president of the combined organizations, which features the Cheese of the Month. Good luck to all concerned!

□ **JIM MOSELY** did another fine job of reporting the Detroit convention of the Direct Mail Advertising Assn. His 10-page Mail Order Selling Round Table bulletin for November gives a very complete roundup of everything that happened at the convention relating to mail order. If you haven't seen a copy, write to Jim at Mosely Mail Order List Service, Inc., 38 Newbury St., Boston 16, Mass.

□ **A MOST UNIQUE CHARITY MAILING** was a November 10 form letter from the Office of the Postmaster, U. S. Post Office, Flushing, N. Y. Envelope bore a Sec. 34.65 (e) P.L.&R. permit indicia. Addressing by carrier route under the new simplified addressing regulation. Letter started: "This Saturday your postman will ring twice." Then the letter explained that the letter carriers had volunteered to take part in a dramatic project, called "A Postman's Walk," on behalf of The Lighthouse, New York Assn. for the Blind. Recipients of the mailing received a signal card to be placed on the front of their mail-

boxes. Letter explained that postmen would call between 4 and 8 p.m. to pick up contributions for a worthy charity. A wonderful idea.

□ **DAYLIGHT FLUORESCENT MATERIALS** (including inks) are no longer protected by a patent. A four-year suit by the Antitrust Division, Department of Justice, wound up in a consent decree against Switzer Bros. of Cleveland, Ohio, and others. This will free printers, advertisers and other users of the fluorescent materials from fear of patent infringement suits. There has been a lot of hullabaloo behind the scenes and many advertisers were afraid to employ fluorescent devices because of the danger of legal action. The contention has been that the knowledge about and the use of fluorescent materials is as old as the hills, dating way back into Chinese culture. So this particular branch of the graphic arts industry will now be entirely competitive rather than monopolistic. All of which reminds this reporter of the hullabaloo created by some of the so-called patents in the direct mail format field. Most of these "patents" were simply adaptations of old ideas or techniques.

□ **THE NEW SIMPLIFIED ADDRESSING RULING** is being dovetailed for national mailers by The Chicago Mailing List Co., 53 W. Jackson Blvd., Chicago 4, Ill. They've just published the first edition of their *United States Mailing Directory* . . . listing both residential and business delivery count for each of the 90,189 letter-carrier routes in the 4799 city-delivery post offices throughout the country. National mailers can blanket any market in the U.S. without using names or addresses. Volume I of the Directory carries a subscription price of \$47.00. Volume II, to be published on February 15, will bring all Vol. I counts up to date, plus listing newly established routes and post offices. Added feature of the second edition will be an economic break-down of each carrier route in the 50 largest U.S. cities . . . giving percentage of white families, percentage of home owners, average monthly rental, home value,

The inside story of the list business #16

For the first time this year, the Direct Mail Advertising Association devoted an entire session to various aspects of mailing lists. In selecting the speakers for this panel, we immediately thought of George Cullinan of Aldens as the expert in list maintenance. If the number of requests for reprints is any clue to the interest in the subject, this talk hit the jack pot.

Aldens is the third largest mail order house in the country, with about 3,000,000 customers. They pay a lot of attention to these names because they feel that even with their best efforts to prevent it

15% to 20% of the names become obsolete each year; Another 5% of their file has errors in the name, address, post office or state;

Another 5% are duplicates;

And worst of all, 30% just stop being customers for no discoverable reason.

Now you may be thinking, "Well, they just don't take good care of their list. My list isn't like that." So listen to the steps Aldens does take to keep their list in good shape, and compare it with what you do.

1. First, their list is on stencils, completely geographical.
2. The date of each purchase is recorded.
3. Nixies received from mailing with a form 3547 are analyzed daily. If the customer has ordered in the past 90 days, a post card is sent asking for the new address.
4. A 10% sample of the stencil cutting is checked daily by supervisors.
5. Each month 8% of all customers are checked for duplicates, misfiled names, wrong mailing zones, misspelled post offices and spoiled stencils.
6. At least once a year all stencils in third and fourth class post offices not having carrier service are examined and obvious duplicates are removed.
7. Suspected duplicates are sent a card asking for information about the correct name.
8. If the Postmaster notified Aldens that a customer has moved, a post card is sent to confirm the information.
9. Every 6 months, just prior to the mailing of a general catalog, customers who have not ordered for the past 2 seasons (or one year) are removed from the current file.
10. A thorough analysis of customer buying habits is made from a selected sample of the whole list. This analysis helps them determine the probable results of their next catalog mailing, so that they can estimate the print order.

11. The return envelope in the catalog says "Be sure you have printed your full name and address."
12. The order blank asks that all members of the same family order under one name. "Get full credit for your orders."
13. It also asks for a new address if the customer has moved since their last order.
14. All new stencils are checked with the post office guide to be sure that such a post office exists.
15. Their list is checked against the new post office guide as soon as it is issued for changes in post offices.

Pretty overwhelming, isn't it? Yet Aldens feels that of all the important factors in an advertising campaign—copy, art, layout or list—the list is more important than all the others combined!

They also feel that it's easier to run selling cost up by bad list management than by bad merchandising because merchandising tends to average out in its selling productiveness while one or two bad decisions on list handling can be extremely harmful.

These are the highlights of Alden's list operation. If you would like to have a copy of the complete talk, just drop us a note.

It has been said that a mail order business is merely a list of names plus good will, but there is, of course, a vast difference in methods of operation. The more expensive your catalog or mailing piece is, the more important it is to have your list as perfect as possible. It is conceivable that under certain circumstances the high cost of maintaining a list as well as Aldens does would be more than it is worth.

This might hold true if you used your list only once or twice a year, had a very inexpensive mailing piece, renewed your list yearly with fresh buyers, and threw out the older ones.

The revenue from renting your list is in rough proportion to the care you take in maintaining it. The most productive lists for mailers are the ones which are kept clean and free from duplication. Lists arranged by years of purchase tend to be better than lists with the years mixed together.

Do yourself a good turn and keep your list well. We can help you pay for it. The better your list, the more rentals we can arrange for you.

Arthur Martin Karl

President

NAMES UNLIMITED, INC.

352 Fourth Avenue Murray Hill 6-2454 N. Y. 10, N. Y.

Charter Member National Council of Mailing List Brokers

OUR 26th YEAR IN THE LIST FIELD

MAIL WITH CONFIDENCE!



IN CHICAGO AND THE MIDWESTERN AREA

Yes, at Lemarge you can mail with confidence that your schedules will be met . . . that your job will be expedited and handled just the way you want it.

Folding . . . inserting (hand or machine) . . . sorting . . . addressing . . . premiums . . . all your work will be done with the most modern equipment available and under intelligent supervision.

For you, this adds up to SPEED . . . ECONOMY . . . QUALITY. Phone today or, better still, come down and inspect our facilities . . . for it seems that almost every time this happens, we add still another customer.



Write or phone
for details!

the **LEMARGE** company

417 S. Jefferson Street
Chicago 7, Illinois
Phone: HArrison 7-1030

Short Notes CONTINUED

etc. Subscribers will pay \$98.00 for Volume II, but may return Volume I for full credit against this price. If you make national consumer mailings . . . you should definitely investigate.



□ **THE CHARITY RACKETS** roll on. A recent Better Business Bureau report revealed that donations to the National Foundation for Asthmatic Children, Tucson, Arizona, went into the pockets of the promoters rather than to the Foundation. The campaign for funds was another one of those unordered merchandise gimmicks.



□ **400 BUSINESS PROMOTION EVENTS** are listed in the 1954 edition of "Special Days, Weeks and Months" published by the Chamber of Commerce of the United States. The new booklet offers unlimited opportunities for direct mail tie-ins. It includes all legal holidays, religious observances, etc. . . with dates, sponsoring organization and the purpose of each event. Send 25¢ for a copy to Chamber of Commerce of the United States, 1615 H St. N.W., Washington 6, D.C.



□ **WHAT HAPPENS TO COLOR WHEN IT'S SCREENED?** is the title of number 7 in the series of Lindenmeyr Library of Print Shop Helps (see Short Note on die-cutting, page 78, Sept. Reporter). Another excellent job . . . shows how color screens down with 25%, 50% and 75% values, and what happens when these values are printed on different stock. The book demonstrates screened color results on English finish, smooth, wove-finish text, glossy coated, rough, felt-marked text and plate finish bristol papers. Illustrates how "tricky" color reproduction is when printed on a variety of paper surfaces. Other titles in the Lindenmeyr Library of Print Shop Helps are *Printing Types and Printing Paper*, *How To Order Paper Properly*, *How To Prepare Copy For Die-Cutting*, and soon to be released *Accurate Paper Cutting*. You can get copies by writing to Henry Lindenmeyr & Sons, Division of Hubbs Corp., 480 Canal St., New York 13, N.Y.



□ **FROM CHARIOTS TO HOT RODS** . . . the history of the automobile is cartooned in an interesting full-color booklet published by Brown & Bigelow, St. Paul, Minn. The fascinating story of man on wheels is told by a series of color

cartoons by B&B artist Tadlock. The 16-page booklet is loaded with illustrated events marking the progress of the automobile from the blacksmith shop to modern Detroit. Contains hundreds of historical dates . . . the rise of good roads, the progress of auto clubs, the boom in the oil industry, the development of the corner filling station and the growth of the accessory and repair business. Interesting and entertaining reading.



□ **SLIDE FILM PRESENTATIONS** (for salesmen) are getting more popular. If you happen to be interested in the subject, write to Minnesota Mining & Mfg. Co., St. Paul 6, Minn. Ask for a copy of very informative, 20-page, 3¼ by 8½ inch booklet, titled: "How to Make Your Own Slide Film Presentation for Under \$20!" Tells you in a-b-c fashion all the steps to be taken and what equipment is needed.



□ **HERE IS A RELATED IDEA** for those interested in sending an accurate picture of their product to prospects. Write to Panascope Corp., 461 Eighth Ave., New York, and ask for information about their new, low-priced stereo viewer for mass distribution. The viewer is fitted with precision lenses and comes



with a slide showing three views in full color 3D. Each viewer has its own mailing container and can be mailed for 1½¢ postage, under third class permit. Viewer, slide and mailing container are being offered at 36¢ complete, in quantity, including special name imprint.



□ **IF YOU'RE LOOKING FOR LABEL IDEAS** write to Every Ready Label Corporation, 357-363 Cortlandt St., Belleville 9, N.J. and ask for a free copy of their new 1954 Idea Book. The three-color catalog has more than 800 different types, styles of labels . . . everything from packaging labels to collection stickers.



□ **IF YOU'D LIKE** a new chart giving the increased *Surface Parcel Post Rates* effective Oct. 1st and including *Air Parcel Post Rates* of Nov. 1st . . . send 25¢ for cost of handling to Commercial Controls Corp., 1 Leighton Ave., Rochester 2, N.Y. The chart gives rates for 1 lb. to 70 lbs. for the 8 postal zones . . .

and also regulations covering Air Parcel Post (weights, sizes, etc.). It's 15"x17" with figures in large type . . . easy to read on the wall. A good reference guide for your mail room.



□ D. W. ONAN & SONS, INC. (electric generating plants) 2515 University Ave., S. E., Minneapolis, 14 Minn. has come up with another good institutional booklet. (See Short Note on visitor's booklets, page 8, August, 1953 Reporter). Titled *Measurement Factors of a Company and Its Product* the spiral bound, 35-page booklet presents 12 factors that go into the make-up of Onan & Sons' operation . . . everything from Product Acceptance, Engineering, Research, etc. to Employee's Shared Success. A beautiful job . . . using combination of illustrations and photos to tell one of the most complete company stories we've ever seen.



□ AROUND-THE-WORLD SHOPPERS CLUB is getting to be a big-time operation. The well-known Sallie Weir recently left the *Journal of Commerce* and now is in charge of promotion for ATWSC, which is headed by David Margulies (see Reporter for January 1953, page 14). A recent announcement reveals that Joseph Breck and Sons Corp. of Boston, which also was operating a similar organization, Shop the World Club, has sold their interest to Dave Margulies. In other words, the two enterprises have been combined. If you haven't seen some of their interesting promotions, get your name on the mailing list by writing to Sallie Weir (71 Concord St., Newark 5, N. J.).



□ ENJOYED READING the October 1953 issue of *The American Mail Advertiser* . . . house magazine of American Mail Advertising, Inc., 610 Newbury St., Boston 15, Mass. It is a slick job with interesting articles about the use of the mail . . . with very few company plugs. You might like to get a copy for your idea file. Worth having.



□ THE GOLD AWARD WINNER in the direct mail category of the Affiliated Advertising Agencies Network's Annual Awards Contest was an economical but realistic die-cut folder . . . produced by John Mather Lupton Co., Inc., 420 Lexington Ave., N. Y. Produced for J.M.L. client Federated Metals Division, American Smelting and Refining Co., N.Y., the folder offered technical literature to non-ferrous foundries. Front cover illustrates a man holding a brief case. The brief case itself is a four-fold insert held by die-cut "straps" on page

How to Make More People Keep Your Catalogue



There are two requirements for every catalogue:

(1) that it be looked at; (2) that it be kept and referred to.

An attractive cover is the sure way to meet the first requirement. Preferably, a cover made of Buckeye—the good-looking, long-wearing cover stock that has long been the first choice of printers and admen everywhere.

Extending and die-cutting the back cover to form a filing tab, as shown in above photo, suggests that here is a book worth filing and one that is easy to file. It's a practical and highly recommended way to make more customers and prospects keep your catalogue for reference.

BUCKEYE COVER

Made by The Beckett Paper Co., Hamilton, Ohio

Every Story Has a Moral
... even when it's about

GARDEN CITY ENVELOPES

Here is a copy of a letter we didn't receive, from a grateful though non-existent customer in Warm Mattress, Arkansas (located just above Hot Springs);

Sirs:

Since using your envelopes, our direct-mailings have more punch. A recent mailing, without envelopes, to illiterates in West Over-shoes County, drew an absolute blank.

Later, we made the same mailing, using your envelopes, to a selected list of car owners, offering a Free set of new Whitewalls. We were swamped by the response.



We're strong boosters for Garden City Envelopes now on.

Virtually,
(Name Omitted)

THE MORAL?

(Of course there's a moral). Simply this; direct your mailing to the right audience ... have something of interest to tell them ... and always **USE GARDEN CITY ENVELOPES!** Period!

WANT PROOF? We've got it! Want ideas? We've got 'em! Want service that's slightly terrific? That's us! Give us a ring. Call any of the gang—but, do it now! CORNELIA 7-3600.

**SPECIALISTS IN ENVELOPES
AND OUTSTANDING SERVICE**

- MERCHANDISE
- AIR MAIL
- CATALOG STYLE
- POSTAGE SAVER
- PACKING LIST
- OFFICE SYSTEMS
- BANK STYLES
- EVERY OTHER STYLE



PHONE OR WRITE
GARDEN CITY ENVELOPE CO.
3001 North Rockwell Street
Chicago 18, Illinois

Short Notes CONTINUED

three. A rectangular die-cut in page one allows it to show through. The "brief case" on page three opens to a full 8½"x11" size ... with tease copy at each un-fold ... until the list of technical literature is reached inside. The folder is complete with a perforated reply card forming the bottom half of pages three and four. The whole thing is a beautiful job. Artwork was duplicated to cut expense, etc. The agency reports that foundrymen read and responded tremendously ... 25% in one of the first areas to report. More proof that good direct mail will pull, pull, pull.



□ **SAVINGS AND LOAN ASSOCIATIONS** will find a lot of publicity know-how in the new booklet *Publicity Handbook for S. & L. Assns.* by Harry B. Winsor. It was published by the National Savings and Loan League to assist associations on the procedures of preparing news stories, features and other items important to good public relations. Mr. Winsor is a national authority and author on financial public relations ... now Administrative Secretary of Western Reserve University in Cleveland. His *Publicity Handbook* is particularly aimed at organizations that do not employ experienced public relations executives but are interested in establishing and obtaining maximum benefits from a public relations program. If you're interested, write to The National Savings and Loan League, 907 Ring Building, N.W., Washington, D.C.



□ **ALSO SUGGEST** that you write to Cormac Industries, Inc., 41 E. 42nd St., New York 17, N.Y. and ask for a copy of their booklet *Copies As a Shortcut In Public Relations*. Tells how you can put an office photocopy machine to work in your public relations program. Explores uses for quick, easy and economical copies of "anything written, printed, typed drawn, etc.". A lot of good ideas.



□ **VETERINARY MEDICINE ADVERTISERS** can now obtain a new national list of veterinarians from Fisher-Stevens Service, Inc., 345 Hudson St., New York 14, N. Y. Compiled by F-S from American Veterinary Medical Assoc., state societies and other sources ... the list has a geographical breakdown by city, state and size of town. Daily reports with address plate changes made promptly will keep the list in top condition. For further information, we suggest you write to Sales Manager Everett Baker at Fisher-Stevens.

□ **"LETTERHEADS OF THE YEAR"** is the name of a new Gilbert Paper Co. brochure ... showcasing a group of 16 letterheads selected for outstanding design. They were the result of a continuing Gilbert letterhead design contest for letterheads produced by letterpress.



Judges who selected the top 16 were Mr. Harper Richards, noted designer and president of his own firm; Mr. Park Phipps, Departmental Head of Advertising and Printing Design, The Art Institute, Chicago, and Mr. Everett McNear, nationally recognized painter and advertising art designer. A design analysis and identification of type elements accompanies each of the letterheads presented in the brochure. You can get a copy through your local Gilbert merchant, or write direct to Gilbert Paper Co., Menasha, Wis.



□ **A NEW MANUAL OF ENVELOPE DIES** has been issued by the Old Colony Envelope Co., Westfield, Mass. Cutting ranges, machine run sizes and style data are given for adjustable dies ... with sizes ranging from 1½"x3" to 11½"x14½". Old Colony services and facilities (hand-folding, bordering, embossing etc.) are also described. Paper merchants, printers, etc. can get a copy by writing to Old Colony's Advertising and Sales Promotion Dept.

□ "TELETYPE TELLS THE STORY" in a clever letter from The Mosler Safe Co., 320 5th Ave., New York 1, N.Y. Illustrated letterhead shows picture of a large teletype. A strip of ticker-tape is attached to the back of the letter and threaded through a slit in the teletype. Pulling the tape out of the machine it reads: "... SUDDEN FIRE DESTROYS VITAL RECORDS ... CHARRED PAPERS PREVENT RECOVERY THROUGH INSURANCE ... PERMANENT CLOSE-DOWN PREDICTED." Letter stresses importance of keeping records in a modern Mosler safe. Personalization is added to the realism with the heading: "A SAFE INVESTMENT, MR. HOKE." Enclosed reply card makes it easy to obtain Mosler's free FIRE DANGERater, telling exactly what your risk rating is. Letter was developed by Martin Miller Co., New York. Congratulations for a superb sales letter ... it's got everything.



□ "SUCCESSORS TO THE HUMAN HAND." That's how the Bunn Package Tying Machine is described in their new booklet on automatic tying machines. The booklet illustrates how Bunn machines can tie anything from a tree to a coil of wire four to ten times faster than most expert hand tyers. It candidly shows what the machine does, how it does it, and what the advantages of using it are. Also has many case histories, photos, facts, to support the basic theme that hand tying is passe for maximum efficiency. If you're interested in machine tying, ask B.H. Bunn Company for their "Bulletin 200." Address is 7605 Vincennes Ave., Chicago 20, Ill.



□ A GOOD CANADIAN BUSINESS LIST can be found in the *Financial Post's 1953 Directory of Directors*. 382 pages ... listing 8,500 directors and officials of public and private companies in Canada. Includes industrials, public utilities, merchandising firms, trust and loan companies, insurance companies, publishers, banks, mining and oil companies, etc. Practically all of Canada's industrial and commercial leaders are listed ... showing degrees, orders, business and home addresses, other business affiliations. *Financial Post's 1953 Directory of Directors* is well worth the \$10 per copy. If you want a good Canadian list ... order direct from Maclean-Hunter Publishing Co., Ltd., 481 University Ave., Toronto.



□ HERE'S ANOTHER GOOD LIST: The T.K. Sanderson Organization, 200 E. 25th St., Baltimore 18, Md. has just published the 5th edition of their *Central Atlantic Manufacturers Directory*. Covers Maryland, Virginia, Delaware and Wash-

PULLED 54% MORE RETURNS...

Yes Sir, that's what one user reported to us after comparing our **DIRECT MAIL COMBINE-VELOPE** with his previous mailing.

➤ **Simple...** 4 Units in one.

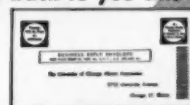
➤ **Thrifty...** Save \$10.00 to \$15.00 per thousand in postage alone.



Mailed out like this



Comes back to you like this



↑ Perforation for easy detaching to form return envelope

Write to any of our plants for details

CURTIS 1000 INC.

380 Capitol Ave. 1000 University Ave. 2630 Payne Ave. 355 Marietta St., N. W. 3206 Polk Ave.
HARTFORD, CONN. ST. PAUL, MINN. CLEVELAND, O. ATLANTA, GA. HOUSTON, TEX.

There's only
One
**DICKIE-
RAYMOND**

**DIRECT ADVERTISING
and
SALES PROMOTION**

for 32 Years



**Planning
Writing
Production**

521 FIFTH AVENUE,
NEW YORK
80 BROAD STREET, BOSTON

**"L.I." has always
been a losing proposition!**

The country's most careful owners of mailing lists have found out long ago that the rental of their names to non-competitors can be done with complete security through us, enabling them to realize a very substantial extra profit.

You don't sell your list, and it need never leave your premises. You simply rent it to our highly responsible clients on a royalty-for-each-use basis for as much as \$15 per 1,000 names.

"List Idleness," like idle machines, represents losses instead of profits. So if you have a list of 5,000 or more names, it will pay you to send the coupon for complete FREE details.

CHARTER MEMBER
National Council of
Mailing List Brokers

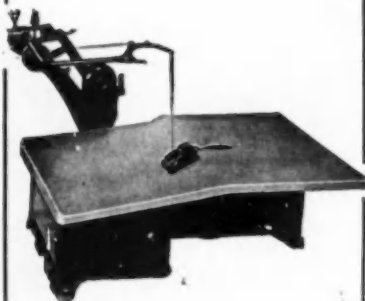
WILLA MADDERN, INC.

215 Fourth Ave., New York 3, N. Y.

Without any obligation, send us complete details about the profits we can make from the rental of our mailing list to non-competitive users.

Name _____
Company _____
Address _____
City _____ Zn _____ State _____

**SAVE TIME
AND MONEY!
TIE BUNDLES
AND PACKAGES
THE EASY WAY
WITH THE FAMOUS
SAXMAYER
NO. 6 TYING
MACHINE!**



Latest addition to the SAXMAYER line is this highly efficient general purpose machine especially suited for tying such things as mail in direct mail departments. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost. Whatever your tying problem there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

DEPT. A

**NATIONAL
BUNDLE TYER COMPANY**

Blissfield,
Michigan

Short Notes
CONTINUED

ington, D.C. . . . listing 11,000 manufacturers and more than 25,000 executives. Geographical Section lists firms alphabetically under cities, towns and states. Products Section lists firms under their individual product heading. The case-bound 520-page directory is complete with name, address of firm, officials, employment figures and synopsis of manufactured products. Price: \$30.00.



□ **RUSH! RUSH! RUSH!** Everybody's in a hurry these days and wants everything done by yesterday. Seyler-Nau Company (printers) 400 Pike St., Cincinnati 2, O. have taken several of the more well-known "hurry up" production phrases and worked them neatly into a good sales folder. The cover of the 6"x9" folder is covered with phrases such as "The boss has been sitting on it . . . It just came up today . . . The closing date is today, etc.". Inside the folder, Seyler-Nau says that "These are familiar phrases to us. And, you may have had to make a similar statement to your printer some time or other . . . We aren't asking for your RUSH jobs; but perhaps, sometime soon, we can help you with a tight schedule. We would like to do your regular printing, printing that requires quality workmanship with sufficient time to do the job properly. But, if it is a RUSH job, call us anyway. We'll do everything we can to complete it by your deadline and do a fine letterpress job that you will be proud of." A good attitude of cooperation . . . which seems to be a rare commodity with most printers today. (See "Put That Lamp Down, Pappy . . .", page 20, July 1953 Reporter).



□ **CLIPPING BUREAU DEPT.** Added to our list of high-pressure boys who try to black-jack editors into printing their dribble by promising advertising . . . are the characters who also demand press clipping service. Viz: "May we ask that you advise us of your acceptance or rejection of this article and, if you will be so kind, send us a tear sheet, when and as it is published." May we advise the writer of this demanding letter that his one-page mimeographed release has been rejected. No tearsheet forthcoming.



□ **MAIL ORDER HOUSES** using gummed tape for their packages should investigate the electric Dial-Taper manufactured by Gummed Tape & Devices Co., 1069-71 Rogers Ave., Brooklyn 26, N. Y. By dialing the length of tape you want from a dial similar to a telephone's

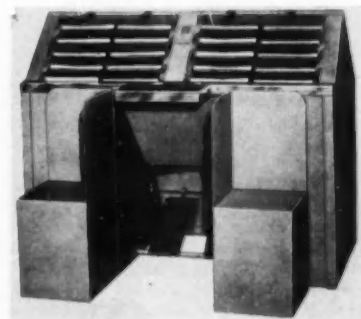
. . . the machine automatically dispenses tape, pre-cut and moistened. Takes tape from 1" to 3" wide . . . rolls up to 9" in diameter. Dispenses automatically any length you dial from 3" to 39" in any sequence without pre-setting. Longer lengths by two rapid dialings. Dial-Taper sells for \$178.00 delivered. Write to Gummed Tape & Devices Co. and arrange for a demonstration.



□ **AIR MAIL REPORTS ON JOB OPENINGS** in the advertising field is a new gimmick offered by Huttig's Reports, 638 George Washington Blvd., Wichita, Kan. The new service gathers information from classified employment sections of newspapers and trade magazines. Gives subscribers a detailed report within 3 to 7 days of the time the "help wanted" ads first appear in print. The air mail reports carry between 75 and 100 new advertising job openings each week.



□ **INEXPENSIVE COLOR DUPLICATION** for post cards, tags, labels, etc. can be done with the Post-Master spirit duplicator retailing at \$11.95. Manufactured by Master Addresser Co., Minneapolis, Minn., the duplicator prints up to five colors at one time with no stencils needed. Ideal for low-cost post card reproduction. Write to Master Addresser Co. at 6500 W. Lake St., Minneapolis 16, Minn., for details.



□ **THOMAS TANDEM COLLATOR** is the name of this new model developed by Thomas Collators, Inc., 30 Church St., New York 7, N.Y. Collates 20 pages with speed up to 20,000 per hour. Adjustable trays on sides of the seated operator allow page sizes to vary from 3"x8 1/2" to 14"x17". All sheets are available to the operator . . . with left hand set placed directly on top of the right hand set in the storage bin. Criss crossing the two parts is eliminated. The Thomas Tandem measures only 46" across and 22" deep. 640 Thomson Linear Ball Bearings facilitate speed and ease of operation.



□ 20,000 BEER CANS containing rolled-up announcements and newspaper ad proofs were recently mailed to California and Oregon dealers . . . to put the final touch on a double-barrel campaign announcing the return of Rainier Beer in that area. After an absence of 37 years, "The Real Rainier Beer" came



back strong in these northwest markets with a powerful all-media campaign. Rainier "Jubilee Can" mailing to dealers not only helped to establish distribution in the new areas, but dealers report a steadily-growing approval of the beer with their customers.

□ A PIECE OF FRUIT CAKE in a plastic bag was an appropriate Thanksgiving-time mailing. Came from Wolverine Tube Division of Calumet & Helca, Inc., 1830 Guardian Building, Detroit 26, Mich. Famous for using all types of unusual gimmicks, their fruit cake sampler was tipped on to a small folder announcing: "You Can Have Your Cake . . . And Eat It Too." Figure of a man on the inside cover had a die-cut mouth . . . revealing a portion of the cake attached to the front cover. Mailing had a double-fold purpose. To announce Wolverine's 37th birthday, and to sell the idea that "You can enjoy your cake — if it's in the form of customer satisfaction. And, even more, you can enjoy e-x-t-r-a profits . . . by being in a position to supply Wolverine copper tube to your customers, etc.". We're not too crazy about fruit cake, ourselves; but we did find the idea behind the mailing very tasty, indeed.



□ CALENDARS ARE POPULAR this time of year. Seems like everybody is sending them. But if you want to receive one that's really unusual . . . write to L. D. Blehart of the L. D. Blehart Company (good will advertising) 10 Fiske Pl., Mount Vernon, N.Y. and ask for a copy of their "Century" calendar. Don't expect any fancy artwork or full-color photography. It's a simple 9½" x 12½" card, mailed third class. But it's good for a hundred years . . . with all the information on one side of the card. Tells you at a glance exact days and

dates covering the past, present and future. Blehart Co. supplies imprint in a space right in the center of the calendar where it can't be missed. Makes a good tool for planning, scheduling, fact-finding, etc.



□ "AN UNPSYCHOLOGICAL DICTIONARY" is an amusing piece of printing from Lasky Co. (printers), 850 Frelinghuysen Ave., Newark 5, N.J. P. K. Thomajan has compiled a number of alphabetized definitions into "A jest-pocket word-book." The 4¼"x6¼" book finds Mr. Thomajan juggling Webster around and coming up with definitions such as: Alibi: slip cover, Alimony: belle toll, Bad Example: vice precedent, Ghost Writer: yessayist, Press Agent: ballyhooligan, etc. Dictionary has 95 such definitions . . . including everything from Alibi to the word Zany — which Mr. Thomajan defines as *lunatic*. The book not only pokes fun at some of our well-known tools of communication, but also shows an excellent job of printing.



□ A TRIP TO ERIE to speak at Ad Club gave this reporter a chance to revisit the Hammermill Paper Mills. Oh . . . those aching feet! Always thrilling to see production of the stuff that makes direct mail possible. Many labor-saving innovations since our last trip . . . especially those air jets on worktables and cutting machines which cause reams of heavy paper to ride on cushions of air, allowing delicate females to move them

(Continued on page 42)

There Is No Doubt

that people will respond to your direct mail "appeal for funds" if you give them a compelling reason why. We've proven that time and time again through the copy themes we have developed for many appeals.

But finding that "compelling reason" is not always easy. That's why more and more executives of fund-raising organizations come to us for assistance in interpreting their organization's work.

They recognize the need for an objective study of their fund-raising problems and the new ideas that a fresh approach can bring them.

We can help you increase your organization's income, too, through improved direct mail methods. A card or telephone call will bring you further information about our fund-raising services.

WILLIAM M. PROFT ASSOCIATES

27 Washington Place East Orange, N. J.

Telephone ORange 3-2233

Specializing in the counseling and dramatizing of direct mail fund-raising.

HOW TO WIN NEW MAIL ORDER CUSTOMERS IN VOLUME FROM

155 M ACTIVE MONEY FARMERS

NEW! Intensive coverage, IRRI-GATION FARMER and RANCHER paid subscribers, rich Rocky Mountain agricultural area. Geographic. \$15 per M. Subject okay.

Write Dept. R-12 for MOSLEY card M-7522.

Mosley

MAIL ORDER LIST SERVICE, Inc.
38 Newbury St., Boston 16, Mass.
NEW MAIL ORDER CUSTOMERS IN VOLUME

MAKE 'EM LAUGH!

Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mottos" monthly mailings. Unusual — effective — economical — exclusive. Write for details on your business letterhead.

FREDERICK E. GYMER

2125 E. 9th St. Cleveland 15, Ohio



1. Recordak microfilms address on processed box of movie film at one of Eastman's processing labs.



2. Finished rolls of microfilm are sent to Rochester. Corps of girls cut Remington Rand tabulating cards from enlarged microfilm.



3. Tabulating cards are fed into interpreter which prints name and address on punched cards by reading punches.

EASTMAN KODAK MAKES ADDRESSING HISTORY — 36,000 AN HOUR!

A Report by "Pete" Hoke

Reporter's Note: Addressing has been a subject of much concern by all users of the mail. It pops up at most every direct mail meeting. Whether you are a large or small user, you should be interested in this fascinating tale of how one company has licked one of its biggest headaches. Pete, (Henry, Jr.) got snowbound in Rochester on November 6th, and made good use of his spare time gathering the facts for this report.

You should see the fabulous direct mail operation of Eastman Kodak. You should meet genial Albert S. Stillson, Manager of Advertising Distribution for Eastman Kodak. You would be thrilled to see how Al's staff of 200 fills over 100,000 dealer orders a year for literature, how they process their weekly employee paper Kodakery to 43,000 readers, how they handle their external house magazine, *Movie News*, which now goes into more than 800,000 homes, six times a year. Plan is to up the list to a million and a half next year.

It's a big business, mechanized to the hilt. Eastman is making production history in developing new equipment for addressing. They have a corps of engineers and systems men, their own and representatives of major equipment companies poring over the problem of faster, more efficient mailing.

Their new addressing machine produces 36,000 addressed labels *per hour*. Get that! 36,000 per hour! It's electronic, developed by Eastman Engi-

neers. Strangely enough, speed was not the objective in its development. It was very much of a by-product.

The real problem was to develop a system that would enable Eastman to compile and maintain, on a current basis, their enormous customer list. After seven years of research, Al Stillson is pretty sure they have it. Today, they are in the pilot stage of checking out the system. They are compiling just movie film buyers. You perhaps know that Eastman operates seven processing laboratories throughout the country. If you shoot Kodachrome movie film yourself, you know the procedure. After shooting a roll of movies, you make out your own return address and send the unexposed film away to be processed. After processing, the lab returns your film in the original container.

At this point, list compilation begins. The processing lab microfilms (Recordak) the addressed container just before it's mailed. The finished microfilm is shipped to Rochester and is given to a group of girls who do nothing but operate key-punch machines. They produce tab cards (Remington Rand). Each girl has a viewer which enlarges the microfilm. From this screen she punches the cards.

This particular phase produced some unexpected results. Eastman was doubtful about how this viewing oper-

ation would work. They put the key punches in a modern, soundproof room. Lights are turned low and they have Muzak throughout the day. Very pleasant. They've discovered that the enlarged address in the viewer is faster than working from original labels. Image is large and a foot pedal moves the microfilm from name to name.

The key punchers punch name of customer, address, city and state, type of film, month processed. Willard Myers, Office Management Department, who was brought into the project to develop the system, introduced a new time saver. For 57 of the major cities they use a code number which eliminates punching (or spelling) out entire city and state on the tab card.

From key punch, the cards go to a high speed machine which interprets the punches and prints the information on the card. An accuracy inspection is made and the cards are put into another machine which sorts them all by state. Cards, by state, are then stacked in a kind of sorting rack and accumulated for one month.

At a particular time of the month, the accumulated cards, by state, are put into the sorter again and arranged alphabetically by city and name within the state. This newly shuffled batch is next put into a collator which removes duplicates. (You may have had three rolls processed during the month). Two of the cards are eliminated.

Next step is to collate the monthly batch into the master list. This operation again eliminates duplicates and transfers the information concerning activity from the eliminated card to the one that remains. Thus, the list is ready for use.

Al Stillson says they now have 850,000 names (they're only compiling every third name). It would have taken 75 girls (under customary methods) to have done the job to date. They have



4. Tab cards daily sorted by states and stored in rack at back of room. Once a month all new cards run through sorter. Duplicates are eliminated and cards filed by state, street, name. Cards then are sorted into master file.

used but 10. So the saving has been tremendous.

At present, the list is used to mail the six-times-a-year external h.m. Kodak Movie News. And here's how this works.

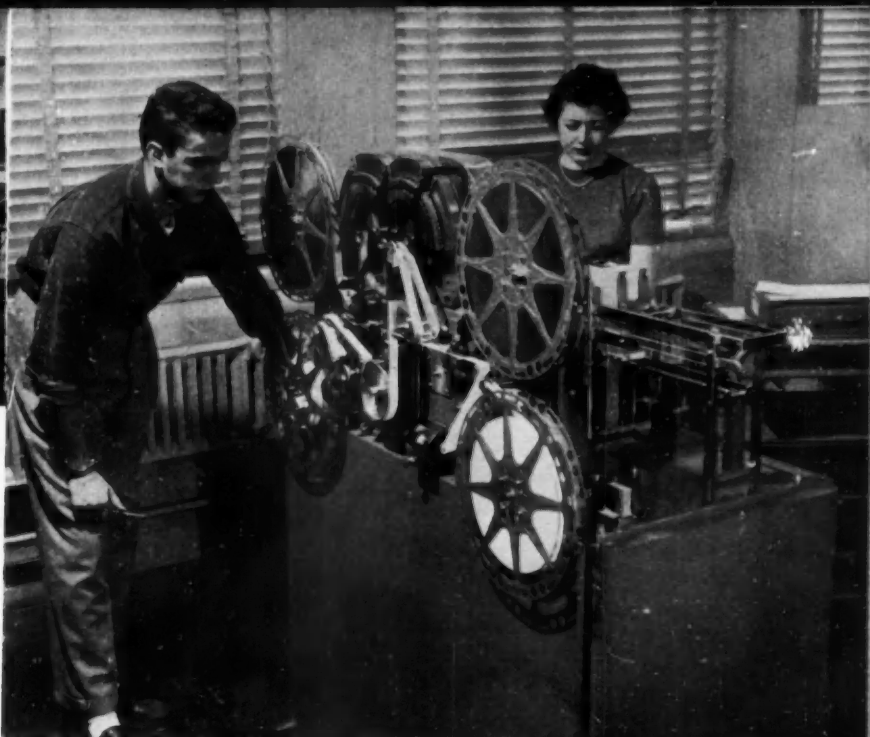
The tab cards are put into the new addresser (Electronic Multiple Stylus). The end result is a Dick Strip of names and addresses run off at 36,000 per hour. Maximum capacity of each label is a four line address, 24 characters per line. You may be interested in the mechanics of attaining such speed.

A roll of 18,000 labels and a comparable roll of carbon tissue is fed into the reproducing mechanism. As the tab card goes under the electric eye, a monstrous battery of tubes, transistors and wires stores the information and instantly feeds it to the mechanical printing device.

A complicated thing. Briefly the printing device consists of four units . . . one for reproducing each line on the label. Each unit consists of seven fingers, and to make a single letter must make five impressions in some combination of seven. In other words, each time all or some of the seven fingers strike the label, they are reproducing 1/5 of a letter. (More page 18).



This blow-up shows how letters are formed . . . from some combination of five square dots across and seven down. Machine produces 1/5 of a letter on each of four lines with every impression.



5. Electronic Multiple Stylus. Girl is continually loading tab cards into hopper. You can see reproducing device between two top reels. Notice four units, each containing seven fingers. Top reel is carbon, bottom is dick strip.



6. Finished spool of printed labels put onto newly designed, high speed Cheshire. Operation includes metering, jogging, enclosures to front of envelope, Cheshire labelling, by conveyor belt to be tied and bagged.



7. Imprinting department where millions of pieces of dealer literature are processed each month.



8. Order desk. Orders start and end here. Imprinted material and other literature rendezvous here with label and order. Go by basket and conveyor to shipping room.

ROSKAM Advertising

MAIL ORDER DIRECT MAIL

TWENTY-SEVEN mailing list "gold mines"—some large, some small—but all recent and highly recommended. Check these for future promotions—ask us for FREE DETAILS! Hundreds of other lists available, too!

Quantity	Descriptive Names	No.
8,500	Active Buyers Dairy Equipment (154)	<input type="checkbox"/>
10,000	'52 Ag. Business Service Expires (90)	<input type="checkbox"/>
20,000	'52-'53 Needlework Gadget Buyers (5)	<input type="checkbox"/>
34,000	'51-'52-'53 Textile Stencil Cust. (156)	<input type="checkbox"/>
35,000	'53 D-Frost-O-Matic Agents (100)	<input type="checkbox"/>
50,000	'52-'53 Quilt Book Buyers (12)	<input type="checkbox"/>
60,000	Buttons by Mail Buyers (25)	<input type="checkbox"/>
60,000	Canadian Health Service Inquiries (96)	<input type="checkbox"/>
60,000	'53 Increase Income Book Buy. (124)	<input type="checkbox"/>
62,000	'52 Hobby Opportunity Seekers (140)	<input type="checkbox"/>
70,000	'52-'53 Birth Announce. Buyers (167)	<input type="checkbox"/>
70,000	'52-'53 Quality Home Furnish. (162)	<input type="checkbox"/>
90,000	Active African Violet Buyers (149)	<input type="checkbox"/>
100,000	Home Typists Allied (500)	<input type="checkbox"/>
100,000	'52-'53 Maternity Wear Inquiries (9)	<input type="checkbox"/>
200,000	New Birth Names Each Month (17)	<input type="checkbox"/>
300,000	Current Seed & Nursery Buyers (183)	<input type="checkbox"/>
360,000	'52-'53 Quick Magazine Expires (186)	<input type="checkbox"/>
475,000	'53 Teachers' List (171)	<input type="checkbox"/>
500,000	Southwest Home Mag. Subs. (177)	<input type="checkbox"/>
635,000	Seed & Nursery Stock Buyers (181)	<input type="checkbox"/>
670,000	Hunting & Fishing Mag. Subs. (133)	<input type="checkbox"/>
1,500,000	'52-'53 Seed & Nursery Buyers (107)	<input type="checkbox"/>
1,500,000	Needlework Magazine Subscribers (4)	<input type="checkbox"/>
3,500,000	'52-'53 Seed & Nursery Buyers (73)	<input type="checkbox"/>
5,270,000	Men&Women 60-85 yrs. of age (150)	<input type="checkbox"/>
1,000,000	Lawn Products storebuyers (68)	<input type="checkbox"/>

An inquiry does not obligate you in any way. Find out how these lists can be made available for your direct mail advertising. Send for FREE DETAILS on your letterhead. Complete mailing services available.

ROSKAM Advertising
HARRISON 6469-1430 GRAND, K. C. 6, MO.

"Just Between OFFICE GIRLS"

A monthly 8½x11 publication to which employers may subscribe for distribution among their office girls.

Purpose: To help management inspire their personnel to work more accurately, conscientiously and enthusiastically. Short, easy-to-read articles teach loyalty, responsibility and pride in producing to the best of their ability.

Prices range from 20¢ per copy for 15 to 10¢ for 500. Complete information and sample copies of Just Between OFFICE GIRLS available on request for 25¢.

FAIRMAIL SERVICE

417 Cleveland Avenue Plainfield, N. J.

PONTON'S

CONSUMER LISTS
FOR
BEST RESULTS

- 1,725,000 PROFESSIONAL PEOPLE
- 4,000,000 BUSINESS EXECUTIVES
- 13,000,000 HOME OWNERS
- 26,000,000 HOME MAKERS
- 10,000,000 CAREER WOMEN

W. S. PONTON, Inc.

50 East 42 St. New York 17, N. Y. MU 7-5311

Final step is putting labels on mailing piece. Eastman wasn't satisfied with what was available in equipment. Closest thing to it was a Cheshire, made by Cheshire Mailing Machines, 1417 West Altgeld Avenue, Chicago 14, Illinois. So they asked Ralph Doane of Cheshire to increase the speed from 8,000 an hour to 13,000. He built one.

That's the story of the new system. They have speed, low cost, and flexibility. The Remington Rand punch card containing the history permits Eastman to adjust mailings to budgets. If they decide to send out Kodak Movie News to only those users who have had film processed, say, six times a year, they merely put the entire list in a sorter and sort out all cards that qualify. These, then, are the only ones put through the addresser.

Tom Alford of the Advertising Department took me on a tour of the rest of the distribution department. Saw a dozen or more Davidsons and Multigraphs which do nothing but imprint dealer literature to the tune of 5,000,000 or more pieces a month. Much of it is point of sale material.

They have a big effort behind getting dealers to use direct mail in their community. By means of a portfolio once a year, they present a campaign of seven pieces. Dealer pays ½ cost, and mailing is done centrally in Rochester to his names. Was interested to learn that the portfolio is re-sold to non-users at mid-year. Pays off. An extra effort is made to use Kodak's Christmas promotion, largest of the year.

In addition to Kodak dealers, there's a campaign to professional studios to get them to use Kodak-supplied direct mail. It's a big operation . . . and for only 200 employees. No, Eastman has all printing done outside.



Albert S. Stillson

Material is warehoused right in the advertising department stock room from which the 100,000 orders a year are filled.

Mentioned before about Kodakery, the weekly internal house organ. It's mailed out third class. But they get first class service by sorting and tying by carrier route numbers. Not bad. And they have their own post office substation right in the building.

We'll be watching Eastman Kodak from now on. They're bound to be making some more startling technological progress in years to come. For the present, we suggest that interested people inquire of Al Stillson about the new addresser. He wants the industry to do something with it. Eastman is in the film business and they want to stick to it. Manufacturing addressing equipment is not part of the picture. If you're interested or not in getting mixed up in that phase of it, go see it. And be thrilled.

THANKSGIVING LETTERS

Quite a few Thanksgiving letters (good will) this year . . . on special illustrated letterheads.

Here's one of the good ones from the Credit Manager of Gum Products, Inc., 142-150 Orleans Street, East Boston 28, Massachusetts:

OUR THANKS TO YOU!

Dear Customer:

At this season of the year all of us like to pause in our daily routine and give thanks for the many blessings we have enjoyed during the year. Especially this is true here in New England where Thanksgiving Day had its origin.

With conditions so disturbed and upset

throughout the whole world, how fortunate we are to be living in a country where each one of us can celebrate Thanksgiving in his own individual way.

Right now we are in the process of revising our files, and I had occasion to check your ledger card. I felt that I, too, should pause in my daily routine and express my thanks and appreciation for the excellent paying record you have established with us. As a result you have not only made my job more pleasant and easier, but you have contributed greatly to the success and growth of Jaw Teasers in 1953.

The Sales Department joins me in wishing you and your family a most bountiful Thanksgiving. We are looking forward with pleasure to the continuation of our cordial relations not only in 1954 but for many years to come.

Cordially yours,
(signed) Leslie A. Russell,
Credit Manager
GUM PRODUCTS, INC.

How To Select And Use Mailing Lists Effectively

Report of An Interview With Robert L. Fenton

Assistant Circulation Director, Street & Smith Publications, Inc.

By Lewis Kleid

Handling subscriptions for national magazines is no "bed of roses." It involves budgeting to meet Audit Bureau of Circulation requirements, directing catalog, field selling, school sales plus a multiplicity of detail in creating and producing direct mail for both new subscribers and renewals.

Slim as a whip, quick as a flash, 35 year old Bob Fenton is responsible for not one but three important national magazines. It is quite fitting and proper that he be young, for all three publications are directed to young married people, young women who work, and college students and graduates.

Working under Gene Watson at *Popular Science* and *Outdoor Life*, Bob received his basic training in subscription and newsstand selling—got his stripes as Subscription Manager of McGraw-Hill's *Science Illustrated*—received his bars in February, 1950 at Street & Smith directing subscription sales for three major magazines, *Mademoiselle*, *Charm* and *Living for Young Homemakers*.

Outside of a losing battle with crab grass on the lawn of his house at Port Washington, Long Island and a long-range project building a pine-panelled play room, Bob has little time for extra-curricular activities.

When he isn't enroute to the McCall plant at Dayton, Ohio where the three magazines are printed—he is attending circulation conferences, writing copy, talking to list brokers and supervising fulfillment.

Q. Bob, tell me about the three magazines you promote?

A. Sure! *Mademoiselle* is the oldest. It was started in 1935—has a circulation of over 500,000 and is edited for young women executives, college students and college graduates. *Charm* was first published in 1944, has a circulation of 650,000 and appeals to young women who work. *Living for*

Young Homemakers is a successful newer publication—about five years old, which now reaches 500,000 young married people who live in their own apartments or homes. Each magazine sells for 35¢ a copy, \$3.50 per year.

Q. How big a part does direct mail play in your circulation activities?

A. 59% of our readers buy from newsstands. The balance subscribe. Of the subscriptions, 40% are secured by direct mail methods.

Q. What affect will the new postal regulation permitting "occupant" mailings (without individual names) have on your direct mail program?

A. No bearing at all at present. Our publications have a special appeal which does not permit broadcast mailing. We reach the younger women and younger married couples which almost pre-determines use of individual names. There are some highly specialized applications of occupant mailing which are still in the embryonic stage which we will test.

Lewis Kleid . . .

Reporter's Note: Interviews with prominent mail order experts have been made into a profitable hobby by Lewis Kleid of Lewis Kleid Co., 25 W. 45 St., New York 36, N. Y. We've reprinted quite a number of Kleid Reports. Reactions have been favorable . . . so here's another. This time with the popular Bob Fenton of Street & Smith Publications.

Q. Are you able to use compiled lists successfully?

A. Yes, but not as generally as lists of mail order buyers. In our case, compiled lists work successfully because we either write special copy, make a special price offer, or specify certain geographical areas.

Q. What are the advantages of compiled lists?

A. When we make mass mailings on mail order names duplication within lists and between lists—plus the use of older names—cuts down the percentage of response. Irrespective of pull, we like compiled names because they enable us to reach the specific audience to which our magazines are slanted editorially and to merchandise that audience for the benefit of our advertisers.

Q. Which addressing method do you prefer?

A. In our case there is only a hair-line difference between typewriter addressing, stencils or labels. For appearance's sake I like typewriter, but actually there is no major advantage for any one method.

Q. Your comment that label lists hold up well with other forms of addressing is important because many mailers just won't use labels in any shape or form.

A. Maybe for executive appeals labels won't work. I don't know. In our case, when lists of comparable quality are used labels will do about as well as any other addressing method—and labels frequently cost us less.





Robert L. Fenton

Q. How would you go about making label lists more productive, Bob?

A. Any opinion about labels other than actual test data is substituting personal feelings for fact. Anyone who has tested typewriter or stencil addressing and finds it works better should use typewriter or stencils. We must not read too much sophistication into the prospect's mind. I'd suggest: (1) Print dots or an outline on envelopes or order cards so that the girls must affix the labels perfectly. (2) Eliminate, if possible, the perforations around the label. This can be accomplished by running unperforated sheets and trimming on a power cutter. (3) Decorate the label with a border or a background design that will either harmonize with the paper to which it is to be affixed or which will be so attractive as to stand on its own merit.

Q. Do you ever return undeliverable mail to list owners in order to receive a "nixie" refund?

A. No, when we make our big mailings we are much too busy to take the time to open the returned mail, find the key, write letters and ship the "nixies" back to the owner.

Actually, there is no point in our using P.O. Form No. 3547 or "Return Postage Guaranteed" for the benefit of the list owner. All we would get back is the refund of the rental price, which is usually 1½¢ per name. By the time we paid for return postage, the clerical work and all the

other details in handling "nixies"—we would have spent three or four times that.

Q. When a mailer orders 5,000 or 10,000 names, very rarely does he get a full count. Do you have any thoughts on how to get 1,000 names when you order 1,000 names?

A. Both of us know that it is not the list owner's fault when a 1,000 order falls down to 965. When you order 1,000 names and ship only 1,000 envelopes to be addressed, you are asking for perfection—and in addressing perfection is rare. There is spoilage with typewriters, spoilage with stencils, spoilage in packing. One way to be sure of getting a full count is to send extras. An allowance of 5% for spoilage would more than assure you of a full count. So when ordering 1,000 names send 1,050 envelopes.

Q. How long do you retain and use your own former subscriber names?

A. We keep them as long as they continue to pull profitably. Since there is no list rental charge when we use our own names, we need fewer orders to make these lists pay out.

Q. How do you maintain your former subscriber lists?

A. They are aged in six month groupings: subscriptions which were acquired originally by mail order methods are segregated from those acquired by field selling, since each group re-

quires different treatment for renewal mailings. After all renewal efforts have been mailed, expiration names are treated like any other rental list and receive the same offers made to cold lists.

Q. I notice that you address order cards instead of envelopes. Is there any advantage in using an order card in a window envelope?

A. On our magazines we have not found much difference in results between an addressed order card visible through a window envelope and a plain order card in a regular envelope. The big advantage for us is that the pre-addressed order card coming back is so much easier to decipher when cutting stencils than are hand written order forms.

It is also easier for the recipient to order using the pre-addressed form than to fill out his name, address, city, zone number and state. With our pre-addressed order card the recipient need only initial and mail. Another point to remember is that order cards take less space than envelopes and are easier to ship and store.

Q. Do you use automatic machines for inserting because your order form and window envelope mailing piece require no nesting?

A. As a matter of fact, we would stack (one on top of another) instead of nesting (placing material within the folds of the letter) because nesting involves an additional motion which adds to the cost, and our tests show no appreciable advantage, or disadvantage in stacking vs. nesting.

Q. This has no relationship to lists, but I notice that your order card is a straight "bill me" offer. How does this compare with cash-with-order or straight cash?

A. We've made some comprehensive tests offering a choice of "cash-with-order" or "bill me later" and even offering an extra issue to stimulate cash remittance, but the straight "bill me later" offer is considerably more effective even after compensating for losses and paying for collection follow-ups.

Q. Is there any specific kind of list that works particularly well for you?

A. There are some that are better than others, but we don't like to put all our eggs in one basket. The primary consideration is the aggregate response to a mass mailing rather than the results from an individual list. The

idea is to get results from as many list sources as possible. If any one category falls down, the others may balance the loss.

More important is the quality of the response. There are some lists that might do well for us—but they are not used because they might not renew well—or they might not represent the exact audience to which our advertisers appeal. The big job in building circulation is to find the specific audience which your editors and advertisers want.

Q. Do you have any testing formula?

A. I do not recommend that anybody else do what I do—nor can I defend it statistically. For practical purposes I use an arbitrary quantity of 2,000 on each list test. The DMAA has issued an important study on the subject of "Testing" which might prove valuable in certain situations. I use the technique of many old-time mail order men—test quantities of 2,000—confirm test results in quantities up to 25,000 and then go the balance.

Q. Lists of people who have bought by mail are desirable, but what about inquiries?

A. I prefer *buyers* to *inquiries*—but very often the tables are turned. Inquiries sometimes pull better than the buyer names. If a list has a section of buyers and another of inquiries—I'd test the buyers first and if they worked I'd try the inquiries.

Q. I think it is a truism that "the more recent the name—the better the result". What are your views on older names?

A. I prefer newest possible names, since they have a higher percentage of deliverability. But if the list owner has set up a program for eliminating "nixies", I certainly would want to test older names, particularly if I had used more recent years successfully. Magazines often find that their own older expirations pull better than newer ones. Some publications, book clubs and mail order firms never destroy a customer or subscriber name. They keep working these lists—mailing and correcting them from year to year, and frequently find that a former customer or subscriber name works better than outside rental lists.

AND ALL FOR THE WANT OF A HORSESHOE NAIL.



For the want of a nail the shoe was lost,
For the want of a shoe the horse was lost,
For the want of a horse the rider was lost,
For the want of a rider the battle was lost,
For the want of a battle the kingdom was lost—
And all for the want of a horseshoe-nail.

(Benjamin Franklin, Poor Richard, 1758)

As a horseshoe-nail lost a kingdom, so might
poor envelopes lose Potential Returns for you.
Call us today and let us send a representative
to help you get the most returns from your
direct mail envelopes. Don't lose a kingdom.
(All for the want of a Cupples envelope.)

S. Cupples
envelope co., inc.
360 Furman Street • Brooklyn 1, New York

TRiangle 5-6285

BOSTON WASHINGTON PHILADELPHIA

HOW DIRECT SELLING MAIL ORDER CONCERNS ADVERTISE SUCCESSFULLY

What is the secret of ad success? It is the right advertising and selling plan in and behind the ads. It's the thinking, the knowledge and the experience in your advertising program that determine the results.

You, too, can start your own business or department, obtain new customers, leads, inquiries, orders. You, too, can sell your product nationally direct to the consumer, retail and wholesale, through properly planned and executed newspaper, magazine, trade paper advertising.

Whether you use page, column or inch ads—whether you spend a few thousand or much more—you must have ad copy with tested, powerful appeals. Your ads must be inserted in publications suitable for your particular product and proposition.

The right advertising agency can surely be a vital force in making your advertising pay off. Why not appoint us to plan, prepare and place all your publication advertising advantageously? Put our thirty years' knowledge and experience to work for you now.

Whether you are a beginner or a veteran advertiser, bring your advertising problems to us. Let us help you solve them as we have for direct selling mail order concerns whose sales now range from hundreds of thousands upwards into the millions annually. Experience counts.

You pay no more for publication advertising space placed through us. Many successes. Fully recognized. Established 1923. Consult

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PONTON'S SOURCES OF SPENDING POWER

260,000 MANUFACTURERS, INDUSTRIALS
150,000 WHOLESALE, DISTRIBUTORS
1,400,000 RETAILERS, TRADE SELECTIONS
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W. S. PONTON, INC.
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We can supply them . . . from any stamp-issuing country . . . for foreign mailings.
Send for brochure explaining services.
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FREE!

Convention issue of MOSELY MAIL ORDER SELLING ROUND TABLE (in volume direct by mail).

How CHARM, MADEMOISELLE and LIVING boosted mail subscribers by 3 simultaneous campaigns, TIME'S size-up of new markets, keeping up profits by keeping up lists, novel strategy builds new mail order biz, why not to kid yourself on testing, frank pointers on addressing methods, how SEARS keeps mail sales at peak, news, views, from mail order angle, 10 meaty pages **YOURS FREE!** Tear out this ad with name and address on margin or request on your letterhead from Dept. B-710.

MOSELY MAIL ORDER LIST SERVICE, INC.
MAIL ORDER LIST HEADQUARTERS
38 Newbury St., Boston 16, Mass.
NEW MAIL ORDER CUSTOMERS IN VOLUME
direct by mail.

Q. Would you ignore a list because the unit of sale was inexpensive: viz. a 25¢ booklet, a \$1 subscription, a 50¢ gold safety pin?

A. The unit of sale is not all-important. Other factors are: the medium used in getting the name, and how much work the buyer has to do in ordering the item (i.e. addressing an envelope, enclosing remittance, furnishing postage, etc.). Actually a list of people who have purchased a \$2 car cleaning cloth by mail would be more worthwhile than a cold list of say Cadillac owners for most mailers.

Q. Most mail sellers look for large quantity lists. What are your thoughts on large vs. small lists?

A. It's a wonderful feeling when you have a good offer. At such a time you want to use as many names as possible, but this can be dangerous, too. The larger the list, the more heterogeneous the names are. If your product is specialized like ours, there will be a lower percentage of people with these special characteristics you want in a larger list than there is in a good small one. It's better to bite off a big list in small chunks.

Q. It is safer then to work with small lists (5,000 to 10,000 names)?

A. Yes, but it's slow going. A thousand test on a list with a 10,000 potential is quite representative and any run of the total quantity is likely to hold up the test results. However, the small lists give you no place to go. Printing is expensive, and if a test works you'd like to sink your teeth into a quantity of at least 20,000 or more. In the last analysis, the cost per order is the only criterion.

Q. I've known some mailers who test lists and then wait a year or more before they make follow-up mailings. Do you agree with me that this is a dangerous practice?

A. I certainly do, Lew. The longer the time lag between the test and follow-up the greater the element of risk. People change jobs, die or get married. Business conditions go up or down. The national or international scene changes. After any time lag—at least the control lists should be retested to see what time has done to results.

Q. Do you test and run in easy stages, or do you "shoot the works"?

A. Both. There are some lists which have a successful history and which

we can use without testing. These we run in quantity. Simultaneously we order enough extra material to throw in 30 or 40 more new list tests. This enables us to get the economy of a large mailing—get results fast, and secure information on new copy and new lists. By this method we can sustain a volume of orders and at the same time have a reservoir of new lists to use when and if necessary.

Q. In testing lists, what stipulation do you make as to the areas to use?

A. If you select your tests from a few sample states, use the same states for each list you test. Then, every list will have some of the duplication that you can normally expect among lists. Gift lists may have as much as 30% duplication. Suppose, for instance, you test one list in Massachusetts and Oregon—another in Pennsylvania and Texas—of course, there won't be any duplication between these lists. When you run the full 48 states on both lists, however, duplication in names will crop up and results will drop off.

Q. How do you specify test cross section?

A. Sometimes the broker and the list owner can work out a fair cross section based on the quantity of names in each state. In other instances, it might be desirable to stipulate a standard cross section. Try to specify one state in each of the geographical subdivisions of the country and indicate the proportional test quantity to use in each area. That, however, is optimum. It is often necessary because of mechanical problems to take less, in which case no less than four states in various parts of the country should be used.

Q. How does one know where to start or stop in testing new lists?

A. Test results are often surprising. For instance, I know of a list of people who spent \$1 for a home decorating brochure. Of course, this list is ideal for selling subscriptions to a home magazine. But, strangely enough, it has also been used successfully by a popular science magazine, a news magazine, a general magazine, a tool kit offer, a sewing book, and a home mechanics hand book. So, to answer your question, I'd say, spread your list tests as broadly as possible at first.

Q. Is it solely a matter of "trial and error"?

A. After much testing, most mailers discover a pattern of response.

Q. What special information do you need to help you decide which lists to test?

A. Most brokers' cards are standardized to give such general information as the description of the product, unit of sale, how arranged, proportion of men and women, media used, rental charge, when the list was last cleaned and whether the owner of the list will return empty addressed envelopes to the mailer or his lettershop.

In some instances, more information is necessary such as the *source* of the names. Magazines make careful studies of their own renewals by *source of original order*, with large differences between the renewal percents of one source from another. The same should apply to outside lists. If buyers were sold mostly by agents, the results will not be as good as if they were sold by mail.

We have also found with magazine subscribers that those who pay cash tend to renew by cash while those who say "bill me later" tend to renew the same way. I would like to know the percentage of cash-with-orders on mailing lists. There are other questions that are important such as—what percentage cancelled or returned merchandise and have those names been removed? Are repeat buyers duplicated or is each group of incoming names searched against the main list to remove duplicates? Was a copy of the list ever sold outright? If so, it might turn up elsewhere under a different name.

Q. How can you make the most effective use of the broker's service?

A. Give him all the facts. Tell him what you are trying to sell. Give him samples of your mailing piece. Tell him what lists or media have been used most successfully — and those which have been unsuccessful.

Enlist his cooperation in getting accurate test cross sections—protected release dates — that follow-up service in making sure that the addressed envelopes are returned on time, the quantities are accurate, and the billing correct.

HAMILTON PAPERS AT WORK



Modern annual reports are more colorful, more human and more readable. Part of the charm of Libby's 85th Report comes from its beautiful cover, distinguished Hamilton Louvain.



In every part of the country, the handsomest reports are printed on Hamilton Papers. U.S. Thermo Control Co., Minneapolis, Minn., printed its 1952 report on Hamilton Andorra.

*Plan the
design with
paper
in mind*

THOSE WHO MATTER MOST to a company—investors, stockholders, customers and prospects—often form their opinion through its annual report. It's no wonder, therefore, that so many firms are following their printer's advice and publishing their Annual Reports on Hamilton Text & Cover Papers. There's no surer means of giving them beauty, prestige and a confidence-inspiring individuality. When you want to make an impression, put Hamilton Text & Cover Papers to work—put them at the top of the list of things to use in your program of promotional printing.

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MIQUON, PA. OFFICES IN NEW YORK, CHICAGO, LOS ANGELES





J. B. LIPPINCOTT COMPANY

LONDON Since 1871
14 John St., Adelphi

MEDICAL DEPARTMENT
PHILADELPHIA Since 1891
East Washington Square

MONTREAL Since 1891
Confederation Bldg.

PHILADELPHIA 3
IN REPLY PLEASE REFER
TO THESE INITIALS: EJB

Dear Dr.

How often have we heard it said, "I should write a letter tonight but I can't seem to get started!" You don't have to write us a letter. It's so much easier to write a check.

Your unpaid account is \$

Thank You!

Cordially
J. B. LIPPINCOTT COMPANY
Collection Manager

P. S. To insure proper credit please return this letter with your check.

Dear Dr.

A baby sitter is paid "hush money": The "baby" in this case is your unpaid account of \$ We've been "sittin'" with it for a long time. We'll be glad to "hush up" All it takes is your check for \$

Thank you.

Yours truly,
J. B. LIPPINCOTT COMPANY
COLLECTION MANAGER

EJB:pc

P. S. To insure proper credit please return this letter with your payment.

Harry J. Beard is Collection Manager of J. B. Lippincott Company, 6th & Locust Streets, Philadelphia 5, Pennsylvania. He has become just-about-world-famous for his unusual and successful letters to collect delinquent accounts. During Philadelphia Direct Mail Day (November 10, 1953) we talked with Harry and received his permission to reproduce the letters shown on this spread. Included are the most successful ones. Harry gets his ideas from books; by attending direct mail meetings; by studying successful campaigns unrelated to collections. He is constantly searching for good tie-in leads. As you can see . . . he likes short letters. And he believes in friendly letters. Save these ideas for future reference.



J. B. LIPPINCOTT COMPANY

LONDON Since 1871
14 John St., Adelphi

PHILADELPHIA Since 1891
East Washington Square

MONTREAL Since 1891
Confederation Bldg.

PHILADELPHIA 3

IN REPLY PLEASE REFER
TO THESE INITIALS: EJB

Dear Dr.

A baby on your doorstep!

That may sound like a startling statement and the chances are it may never literally happen to you. But it does happen to us.

What I'm trying to say is this. The "baby" in this case is your unpaid account of \$ It's been on our "doorstep" a long time past maturity date.

Your check will enable me to find a happy home --- the bank --- to join its brother and sister checks.

Thank you!

Cordially yours,

J. B. LIPPINCOTT COMPANY

COLLECTION MANAGER

EJB:mjh

P. S. To insure proper credit return this letter with your check.

ANY

2. Since 1891
same Bldg.

PER TO
J.B

Dear Dr.

YOU'VE HEARD

of the legendary old lady who had always been under the impression that CHERUBIM and SERAPHIM were "man and wife like SODOM and GOMORRAH."

Unlike this erroneous impression, I'll wager this little old lady knew that ORDERS and CHECKS are closely related. I feel sure you'll agree, and that you simply forgot to send us your check for \$ for that order we cheerfully filled for you long ago.

Please send it - now, won't you? Thanks!

Sincerely yours,

J.B. LIPPINCOTT COMPANY

EJB:ms

COLLECTION MANAGER

P.S. To insure proper credit please return this letter with your payment.

Dear Dr.

His wife was working -----

a crossword puzzle. She turned to him and asked: "Darling, what is a three-letter word that means a female sheep?"

He replied: "Ewe, dearest!" and another family fight was on.

The five-letter word we are interested in is the other one for money -- "Check". Please send us one for \$, before you again forget to do so and thanks in advance.

Cordially,
J. B. LIPPINCOTT COMPANY

EJB:jt

COLLECTION MANAGER

P. S. To insure proper credit please return this letter with your check.



J. B. LIPPINCOTT COMPANY

LONDON Since 1871
16 John St., Adelphi

MEDICAL DEPARTMENT
PHILADELPHIA Since 1871
East Washington Square

MONTREAL Since 1871
Confederation Bldg.

PHILADELPHIA 3

IN REPLY PLEASE REFER TO
THESE INITIALS: H. J. B.

Dear Dr.

WAIT DOCTOR!

Please don't tear me up. I represent an old bill
you forgot to pay Lippincott's.

Remember? I amount to \$

Thank you!

Cordially,

J. B. LIPPINCOTT COMPANY

Collection Manager

HJB:MM

P.S. To insure proper credit return this letter
with your check.



J. B. LIPPINCOTT COMPANY

LONDON Since 1871
Adelphi House, Adelphi St.

MEDICAL DEPARTMENT
PHILADELPHIA Since 1871
East Washington Square

MONTREAL Since 1871
2857 Ave. B.

PHILADELPHIA 3

IN REPLY PLEASE REFER TO
THESE INITIALS: H. J. B.

Dear Dr.

YOU'VE HEARD THE OLD SAYING

"its tough when you have to pay 90 cents for a pound of meat -
but much tougher when you pay only 30 cents."

We also know its kinda "tough" to pay up an old balance when
unlooked for conditions won't permit. But it gets "tougher"
as time rolls along.

SO

can't you take a "bite" out of your balance of \$ and
send a convenient payment along - now! Thank you.

Cordially,

J. B. LIPPINCOTT COMPANY

Collection Manager

ANY

HAL Since 1871
Grafton Bldg.

PLEASE REFER
INITIALS: HJB

Dear

To insure proper credit return this letter with your check.

Dear Dr.

This letter Doctor, is about a shoestring!

It's about the one you broke this morning, or last week, or last
month, that time you were in a hurry, and forgot to replace, the
next day, and the next, etc.

So ----- how can I expect you to remember to pay your account of
\$ after only a few letters from me. That's why you receive
one every month or so ----- this one may do the trick.

A courtesy envelope is enclosed. Thank you!

Yours truly,

J. B. LIPPINCOTT COMPANY

Collection Manager

HJB:js

P. S. To insure proper credit please return this letter with your
payment.

Dear Dr.

WITH A SINGLE STROKE OF A BRUSH AN ARTIST CAN CHANGE
THE EXPRESSION OF A FACE -- BUT SO COULD MY MOTHER.

Remember those good old days?

A few strokes of your pen Doctor, can change faces here
too. I'll have a wide grin on mine and a "thank you," if
you'll send your check for \$ now.

Cordially,

J. B. LIPPINCOTT COMPANY

COLLECTION MANAGER

HJB:MS

P.S. To insure proper credit please return this letter with
your payment.

Dear Dr.

If this letter reaches you when you are busy, it will wait,
humble and uncomplaining, until you find a leisure
moment, -----

THEN

it simply repeats the message of its previous brother and
sister letters -----

Please remit \$. Thank you!

Cordially,

J. B. LIPPINCOTT COMPANY

COLLECTION MANAGER

HJB:WJH

P. S. To insure proper credit, please return this letter with
your check.

Dear Dr.

Next to health, nothing beats credit!

The amount of your unpaid account is only \$

Our fiscal year ends very shortly, so at this time I always
send another letter asking for payment. In all States, bills are
outlawed after a reasonable period. But between God and man -----
never!

Please don't forget this time, will you? Thanks!

Cordially,

J. B. LIPPINCOTT COMPANY

COLLECTION MANAGER

HJB:jt

P.S. To insure proper credit please return this letter with your
check.

How To Hold A Direct Mail Day In Your Community

By E. W. Husen

Before we get into the "how to" angle on Direct Mail Days, perhaps we ought to answer the question: "What is a Direct Mail Day — and what is its purpose?"

Primarily, the reason for holding a Direct Mail Day — a day's program devoted to direct mail advertising — is to help business men acquire a better understanding of direct mail advertising, so that in their own businesses they can get better results from the use of this medium.

Secondarily, perhaps, the purpose of Direct Mail Days is to promote or encourage the use of more direct mail advertising.

This second purpose, however, should be subordinated to the first. Otherwise, a direct mail day becomes more or less a promotion stunt for producers of direct mail — printers, lithographers, paper jobbers, and so on. If the cooperation and interest of *users* of direct mail is desired (and it certainly should be), the selfish interests of the *producers* must not be too prominent.

After all, it is the *user* — the advertiser himself — who should, to use John Patafo's expression, be the "hero" of the direct mail day program.

Attendance at direct mail days held throughout the country has proved that there is widespread and genuine interest in direct mail on the part of all types of businessmen — whether they control annual appropriations of millions, or whether they represent small neighborhood enterprises. Attendance at direct mail departmentals of national advertising conventions has usually been much greater than attendance at departmentals devoted to other media.

The reason, of course, is that more businesses can use direct mail advertising than can use any other single medium. Everybody, it seems, is interested in direct mail.

Because of this widespread interest in direct mail, the staging of the Direct Mail Day — if properly promoted,

and if the program is carefully arranged — creates genuine interest, and will attract sufficient attendance to justify its being held.

I'll have a little more to say about that "user-hero" concept later on.

"The Three P's"

The successful staging of a Direct Mail Day depends on three things. I'll call them the "Three P's" — Program, Promotion, and Price.

The *Program* is all-important, because without an interesting program, or a program adapted to the needs of those who attend, the whole direct mail day idea can fall flat. Adequate *Promotion* is equally important, because despite the fact that everybody is interested in direct mail, people have to be sold on spending a day and a few dollars listening to a direct mail program. And, of course, *Price* enters the picture — because the cost of the program must be low enough to attract the largest number of "delegates," and high enough to cover costs of putting on the direct mail day — and if possible to end up with a little surplus which can be used to start next year's program.

How to put on a Direct Mail Day? Let's go into this, step by step.

First, let's assume that a Direct Mail Day has never been held in your town; that you yourself feel that your community ought to have such a program, and that there is enough interest among the users and producers in your locality to make such a "day" a successful undertaking.

You may be a user — the owner of a business, an officer of a corporation, the advertising manager of an industrial firm or a department store, an advertising agency, a printer, a paper dealer, a commercial artist. You are interested in direct mail advertising — either because you use it yourself to promote your own sales, or because you have customers whose intelligent and successful use of direct mail means more business for you.

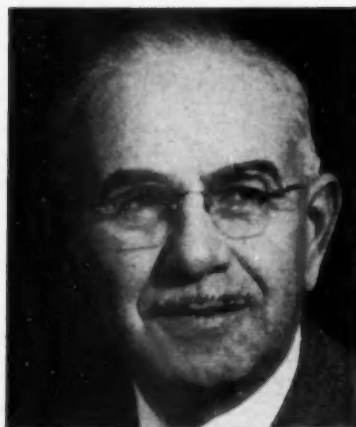
In any case, you can start things rolling through a little individual effort on your own part.

The first thing to do is to get a little committee together to talk over the possibility of putting on a direct mail day program. When you decide it would be a good thing to do, the next step is to bring together a larger group. This group should include representatives from various business organizations in your town: the advertising club, the women's advertising club (if the ladies have a separate group), the Chamber of Commerce, the printers' organization, the local chapter of the Mail Advertising Service Association. It might also be well to have someone from each of the service clubs — Rotary, Kiwanis, etc. In addition, be sure to include at least one representative of each of the important business firms in your town — manufacturers, retailers, or jobbers. This whole group might include as many as twenty or more people.

Perhaps you'll have to "sell" them on the idea of holding a direct mail

Ed Husen . . .

Reporter's Note: Nearly every reader of *The Reporter* has at one time or another been involved (directly or indirectly) in a direct mail convention or a local direct mail day. The idea of direct mail "days" or seminars has been sweeping the country in the last few years. Some "days" are extremely successful . . . others not so good. So we asked Ed Husen of E. W. Husen Co., 10321 W. McNichols Road, Detroit 21, Mich., to put down in writing the consensus of opinion on how to handle such affairs. Ed was chairman of the joint meeting of the MASA and DMAA local leaders in Detroit on September 30. Keep this analysis for future reference or refer it to your local advertising club.



day. But experience has shown that this isn't difficult, since, as I said above, everybody is interested in direct mail advertising.

Next, you elect a general chairman, and choose the active heads of various operating committees. You'll need a program committee, an attendance promotion committee, a finance committee — to name the three most important. You should also have an arrangements committee, to look after the physical set-up for the day's program; a speakers' committee, who will contact speakers to get their acceptances, and to see that they are looked after during the day. You may have a "cooperating organization" committee, who will arrange for the part which the various local organizations will play in the day's events.

None of these committees need be large — three to five people on each is plenty. Be sure, however, that each chairman is selected for his knowledge of his particular job, or for his experience in other related or similar events, and above all, for his dependability.

Now you're ready to go to work on the "Three P's" — Program, Promotion, and Price.

"Subject" More Important Than A "Big Name Speaker"

In your first general meeting of the whole group, you can ask for suggestions on the program — desirable speakers, worth-while subjects.

In general, the subjects are more important than the speakers. To secure largest possible attendance, you must have a program devoted to direct mail subjects which will appeal to the largest possible proportion of your prospective attendees. An important, well-known individual is of course always a drawing card; but experience has shown that unless you can secure speakers who are outstanding enough to be big drawing cards, it is far better to put your emphasis on the subjects rather than on individuals.

Your complete program should have enough variety to appeal to people in various types of businesses or in various types of advertising jobs.

And here is where the "user-hero" concept is important. The program should be built around subjects which are of interest primarily to the actual user of direct mail advertising, rather than to the producer. In other words, keep away from subjects which tend only to "promote" direct mail. Don't have people talk about what a wonderful medium direct mail is; about

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You can obtain business printing on better-than-ever bond papers by Hammermill wherever you see this shield on a printer's window. Let it be your guide to printing satisfaction.

HAMMERMILL
THE BEST KNOWN
NAME IN PAPER

why direct mail is better than other media, etc. Keep every speaker — and every subject — up to the level of how direct mail can be more profitably employed by the advertiser himself — by the user.

An all-day program is better than a half-day program. In the first place, the cost of putting on a half-day program is just about as great as that of a whole day. Secondly, you can do a better job and put on a more well-rounded program, in a day than you can in half a day.

If possible, include a luncheon as part of the day's activities. If your ad-

vertising club has a regular luncheon-meeting, try to have a direct mail speaker for that luncheon — either a local boy of some reputation as an advertising man, or (preferably) as a successful direct mail user. You may decide on an out-of-town speaker, if you feel you can afford to pay him a fee and/or expenses. It isn't really necessary, however, to have someone from out of town.

If the advertising club luncheon meeting idea is not practicable, perhaps you can hold the direct mail day in connection with some other luncheon meeting, such as Rotary. The ad-

vantage of having your luncheon in connection with some other organization is that you are able to secure a much larger attendance at the noon meeting, since members of the organization who do not attend the whole day's program will augment the noon attendance.

The luncheon idea is good because it holds people through the noon hour, and you get them all back without too much effort for the afternoon program. However, if this is not possible, you may find it desirable to finish up the day with a dinner meeting; but my recommendation is always that you use the noon luncheon as part of your program, and let people get away or back to their offices by around four o'clock in the afternoon.

Three subjects are enough for the morning session, and three for the afternoon, plus the luncheon speaker. This allows a full hour for each subject — which means a half hour for the speaker and a half hour for questions and answers or discussion, following the presentation of each subject.

Even better than a speaker on each subject, is something in the way of a "panel." The speaker is really a moderator or chairman; with him on the platform is a group of three to five members of the panel — each selected for his knowledge of the subject to be discussed. The moderator introduces the subject; then gives each member of the panel five or ten minutes to present his angle of the subject. The audience then asks questions directed to one or more members of the panel. Experience has shown that sessions of this type are more interesting and more lively than the old-fashioned method of having a single speaker on a subject.

Appeal To The User

Now about subjects for your program. As I have said, the subjects must be of genuine interest and importance to the audience, and particularly to the users of direct mail in the audience.

The selection of subjects will depend to some extent on the availability of speakers or "experts" on the particular subjects to be presented. In general, your subjects might be selected from some such assortment as the following:

- Mailing Lists — their compilation and maintenance.
- Letters — how to make them more effective.
- Copy — how to write it for direct mail advertising.



I thought I was a Tough Customer

I took envelopes for granted.

I've addressed, filled and sealed thousands of them, and slit open thousands more. But I thought one was pretty much like another until I read "WHAT'S IN IT FOR ME?". Fascinating! — I couldn't put it down. And what I learned about envelope quality!

I was looking for "the best for the money."

But envelopes were a headache to me, until I read this interesting book. It's taken the guesswork out of envelope buying to know "WHAT'S IN IT FOR ME?". There's real meat in this book for buyers — and it reads like a novel!

My customers were tough, so I had to be.

I knew — but it was tough to prove — that one envelope was really better than another and made for true economy. Now I've got *proof* — and in a book anybody would enjoy reading. I know I did!

Your copy is FREE.

If you buy, sell, print or use envelopes, you'll find this book both interesting and valuable. Ask your envelope supplier for your free copy.



**UNITED STATES
ENVELOPE COMPANY**

Divisions from Coast to Coast

General Offices: Springfield 2, Mass.

E-2PA3

Printing processes — their particular uses and advantages.
Direct mail for mail order selling.
Art and layout for direct mail.
Direct mail for industrial firms.
Direct mail for retailers.
Catalog design and layout.

Etc., etc.

Avoid subjects which have too limited an appeal — such as direct mail used by particular types of businesses which may be represented by only two or three people in the audience — unless such subjects can obviously be applied to many other types of businesses.

After the subjects have been decided upon, the next step is to approach the most eligible speakers on those subjects. These men need not necessarily be old-timers; often an ambitious young man, who has made a careful study of the subject and has had some experience with it, can do an excellent job.

The speakers or panel members may be either users or producers. Often the printer or art studio can make an extremely effective presentation which will be genuine help to the user, as well as to other printers or artists. Often a user can talk about his own experience in developing a mailing list, in preparing copy, in designing a catalog or planning a campaign.

As a rule, the user is better equipped to make a "how we did it" type of presentation — which is always far better than the type of talk which simply tells "how you ought to do it." A simple story of a particular direct mail job — a single piece or a complete campaign — is usually more interesting than any general talk which tries to cover the whole waterfront.

Wherever possible, try to use something in the way of props in connection with the presentation of each subject — blackboard, movies, slides, or a display of the actual pieces used in a given campaign. The so-called "flannel board," on which pieces of printed matter can be displayed by the speaker one by one, without having to fasten or tack them to a board, is very effective.

Better than the display of single pieces is for the speaker to supply a sufficient quantity of each piece so that they may be distributed among the audience.

Any presentation which includes something the audience can see is better than one in which he is asked simply to listen to a speech. This is obvious — the audience gets a double impression, through both its ears and its eyes.

An extremely important part of the day's program is the display of the Direct Mail Advertising Association's "Best of Industry" campaigns. Announcement that these portfolios will be available for study and inspection is always a good drawing card. It is well, however, to have these in a separate room, or at least outside the meeting room itself. (These campaigns can be secured on request from the Direct Mail Advertising Association, 381 Fourth Ave., New York 10, N. Y., provided your request is made sufficiently in advance so that they can be routed to your city).

Bear in mind that the program itself is extremely important for a reason other than that of securing attendance at this particular Direct Mail Day. Next year you will want to have another "day," and if your program wasn't very good, you'll have a hard time selling people on the idea of coming again. If it was a good program, people who attended this year's "day" will want to come again.

So much for the program. If you have a good general committee and a good program committee, you should have little trouble building a good program.

A Good List Is The First Step Toward Good Attendance

Now, about that second "P" — Promotion.

Of course you've got to promote your direct mail day; and of course you've got to use good, intelligently planned direct mail to promote it, as your principal means of attracting large enough attendance to justify putting on the "day" — and coming out even, at least, financially.

The size and extent of your promotion campaign will of course depend on the size of your town and its surrounding community; on the number of people you can reasonably expect to attend. These factors affect or control the amount of money you can afford to spend on a promotion plan.

First, you will have to build a mailing list. This should comprise, primarily, the names of individuals who can reasonably be assumed to be interested in direct mail. They may be people in advertising departments of big companies; they may be the owners, officers or managers of these firms; they may be the owners or operators of small businesses of many different types. One or more members of your committee should be given the job, right at the start, of compiling such



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Department R-12

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DIRECT MAIL AND MAIL ORDER

COPY

Writer of Mail Order Letters that bring back orders and cash . . .
Contacting Letters that create and maintain good will between salesmen's calls . . .
booklets, folders, brochures, house organs, circulars that do the selling jobs you want them to do. Fully endorsed by a nationwide clientele. Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . editor of IMP, "the world's smallest house organ."

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400 Central Building, Atlantic City, N. J.



He Read A Sales Letter written by Shurtleff

Write for information about a "most unusual letter writing service." Shurtleff letters are 100% guaranteed to do the job.

FLAVEL H. SHURTLEFF
1120 Wilson Avenue, Park 4, Illinois

An Ad Agency that Loves DIRECT MAIL

Many agencies don't want to "monkey" with MAILVERTISING. (Some don't have the know-how.) Direct mail is no step-child here! Please inquire on letterhead.

"That Yellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

a list. The operator of a good letter shop or mailing company might be the right person to do this job.

No specific sources of such names can be given here; but anyone who has had experience in the compilation of mailing lists should be able to build a good list for your direct mail day promotion. Be sure to include names in nearby towns. Be sure to include the names of members of your "sponsoring" organizations. In many cases, these membership lists are on address plates or stencils, saving costs of individual addressing.

Include in your mailing list the secretaries or officers of advertising clubs or chambers of commerce in other nearby cities — so that even though it might not pay to mail to their members individually, it will help to suggest to these organizations that they announce the dates of the direct mail day in your town to their members.

If there are schools or colleges in your locality which conduct courses in advertising, salesmanship, or business administration, be sure to include them in your mailing list.

The size of your list, again, will depend on the size of your community and on the attendance potential

—which will control the amount of money you can spend on your promotion campaign.

The design of the actual mailing pieces themselves will also depend on these factors. Your campaign can be extremely simple, or as elaborate as you feel you can afford. A minimum is a single announcement letter or circular, which should include the complete program itself, as well as a return card or reservation form.

In publishing the program, go further than a simple announcement of the subjects or speakers. Under each subject, print a brief "selling" paragraph. Go into a little detail about the subject; tell why it will be interesting and helpful.

For Best Promotion Results:

Your return card can be a government postal, a business reply card, or a reservation card with or without an addressed return envelope. It is usually better to use a reservation card and return envelope, since you can then ask that the fee be enclosed. If you use a reply card alone, you are likely to have some collection problems.

If your budget permits, use at least one follow-up mailing. In fact, it is

IMPORTANT POINTS FOR

● **PURPOSE:** To help businessmen acquire a better understanding of how to get better results from direct mail in own business. Secondly, to promote more use of direct mail generally.

● **PROGRAM:** Pick direct mail subjects and speakers which will appeal to largest proportion of attendance. Interesting, helpful subjects more important than "big name speaker."

better to use a simple first mailing and one or two follow-up pieces, than to spend your whole budget on a single elaborate mailing.

Your initial mailing should be sent out not too far in advance of the dates of your direct mail day. Three weeks is about right, if you are going to have a follow-up or two; two weeks if you are making only a single mailing.

Have the return cards or reservation forms sent to someone who has facilities for handling the details of mailing out tickets and recording payments. If your advertising club has the necessary office help, let them handle this for you.

You may, in addition to your own promotion mailings, be able to get your sponsoring organizations to make mailings of their own — perhaps letters on their own letterheads. If this is done, be sure to get them to let your promotion committee see the copy ahead of time, to make certain you are all telling the same story. Provide them with sufficient return cards or reservation forms for their membership lists.

Sometimes it is possible to get a little cooperation from the newspapers, in the way of publicity for your Direct Mail Day. This may be difficult in the larger cities, but in smaller towns it can be done, especially if your publicity is written so that it doesn't overemphasize direct mail advertising. Perhaps you can invite your local newspaper men to one of your meetings, so that they can get the story themselves.

This is not the place to specify details of exactly what your promotion material should be like. Pick a good advertising man in your community to do this job for you. If he has had direct mail experience, he can turn out an effective promotion campaign.

Carefully Consider The Cost

That third "P" — Price — is also of extreme importance. Price includes finance and budgeting — not just the



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Now—"brush-up" with this modern, complete and fully illustrated guide to correct photoengraving methods. 108 pages—lavishly illustrated in black and white, and color

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Please send me (prepaid) _____ copies of your 178 page revised book, "The Art and Technique of Photo-Engraving."

My check for \$_____ is enclosed.

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33 on a sheet, 16,500 in a ream

20 reams	\$2.75 per ream
10 reams	3.00 per ream
5 reams	3.25 per ream
2 reams	3.50 per ream

One Time Carbon — \$4.10 per Thousand
Size 8½ x 11

Free Truck Delivery in Manhattan and Brooklyn

m. victor, addressing service

130 Flatbush Avenue STerling 9-8003 Brooklyn 17, New York

PLANNING A DIRECT MAIL DAY

• **PROMOTION:** Direct Mail Days need good direct mail promotion. Start yours by compiling a good list in your town. Include advertising and business leaders in nearby towns. Budget will determine format.

• **PRICE:** Estimate expected attendance best you can. Thoroughly estimate every cost. Set tight budget. Many have profited with \$5.00 luncheon and/or exhibits to local producers and suppliers.

figure you are going to charge for admission.

You can't afford to take a chance on ending up with a sizable deficit—and you don't need to, if your finance committee is properly on the job. Of course there is bound to be some risk, as in any business undertaking.

First of all, you must arrive at some conclusion as to the number of people you can expect to attend your meeting. Remembering that everybody is interested in direct mail; knowing the business population of your community; knowing their "meeting-attending" habits, and so on — three or four of your committee will have to sit down and arrive at an "educated guess" as to how many people you can expect. Next year (if this is your first Direct Mail Day) it will be easier to do this, since you will have this year's experience to guide you.

Then you will have to decide on what price to charge for reservations. This also will have to be largely an educated guess. Of course it will have to be high enough to cover all expenses, including promotion, luncheon cost, and any fees or expenses paid to speakers. Many successful direct mail day programs have made a profit at a fee of only \$5.00 for the day, including the luncheon. Five dollars, however, isn't very much money these days. You can just as easily get six, seven, or even ten dollars. If your program is well worked out, and appeals to enough people, you can get a higher fee than if it is more limited in its appeal.

At any rate, your finance committee should work out a complete budget in every detail, perhaps based on a number of different attendance potentials. Get every item of possible cost into the budget: promotion campaign, postage, printing of sundries such as tickets, cost of the luncheon, tips to porters and hotel people, and so on. Then add a "contingency" figure of at least ten per cent.

An idea that has been used in at least one major city, to avoid the pos-

sibility of a loss on the day's program, is to get certain interested business men to agree to underwrite any such loss—either outright, or on the basis that they will be paid back out of profits on future, and perhaps more profitable, direct mail day programs. You might be able to work something out along this line.

In another city, the advertising club (a large one) agreed to handle the financing of the program, and carry any profit or loss over from year to year. So far they have not had occasion to regret making this sort of a deal. In this particular case, the program was set up as part of the club's own program activities.

You Can Sell Exhibit Space

A third method of raising additional funds, or insuring against loss, is to sell exhibit space to local producers, manufacturers or dealers. Often people who supply materials or equipment used in the production of direct mail advertising are willing to pay for small displays of their products.

In general, it is best to avoid any requests for contributions of paper, printing, mailing, and other services. Copy and ideas are often provided without cost, other than suitable

credit; but it is far better to conduct your direct mail day program in a business-like way, and make it pay for itself.

This can be done; although if this is your first direct mail day program, you may have to cut some corners and get a little free service (if it is willingly provided) from some of your local people, to make sure you'll come out all right financially.

• • •

That about wraps it up. Nobody can tell you exactly how to put on your own Direct Mail Day without knowing as much as you do about conditions in your own locality. Direct Mail Days have been enthusiastically received practically wherever they have been put on. Business people and people in the graphic arts and related fields seem hungry for something in their own community which will do for them what the national direct mail conventions do for those who can take the time and spend the money to attend them. A good Direct Mail Day is really a convention in miniature; and if you and your people do a good job, you'll get many compliments and many expressions of interest in future Direct Mail Days.

Good luck to you!

no. **6**



of a series

the reply-o-letter

7 CENTRAL PARK WEST
(at Columbus Circle)
Telephone Circle 5-8118

J. J. Kent
1234 River Rd.
Hometown, U.S.A.

Get MORE than your share of business from distributors and dealers with IMPRINTED Reply-0 Letters!

Reply-0 Letter helps solve this universal problem for

RUST-OLEUM

Rust Preventative Coatings

Reply-0 Letters go out over distributors' names and addresses to end users. 25% response is not unusual. Distributors' salesmen with thousands of items to sell find themselves talking RUSTOLEUM all day long, selling it, too!

Would IMPRINTED Reply-0 Letters help YOU get more business through your distributors and dealers?

We'll gladly send you samples and a copy of our booklet, "IT WAS ANSWERS HE WANTED."

The Reply-O-Letter

Phone nearest sales office — or write **REPLY-0-LETTER** 7 CENTRAL PARK WEST, NEW YORK 23, N. Y.



Report on A -

MAIL ORDER CLINIC

On the evening of October 29th, this reporter attended a most interesting meeting at the New York Advertising Club. It was really an outgrowth or continuation of the Mail Order List session at Detroit, chaired by Arthur Martin Karl of Names Unlimited, Inc., 352 Fourth Avenue, New York 10, N. Y. It was difficult to get the Detroit session ended . . . so Arthur decided to continue it in New York under Names Unlimited sponsorship. So he invited all his customers.

As guest panelists he rounded up Ash Brownridge of National Wild Life Federation in Washington, D. C.; Marion Armstrong of Time, Inc., New York City; Les Davis of *Wall Street Journal*, New York City; John Stevenson of Greystone Press, New York City; Max Sackheim, Maxwell Sackheim & Co., New York City; Ted Bihler, *Journal of Commerce*, New York City and Bernie Mazel, B. L. Mazel Advertising, New York City.

A second meeting was held the following week. Wish we had room to print transcript of all the questions and answers — but it would require all the editorial pages of two or three issues of *The Reporter*. Understand Names Unlimited will digest proceedings and have reprints available later on.

We liked particularly the opening shots of the first meeting. To start discussion, Arthur Karl read excerpts from a talk delivered by Max Sack-

heim during 1949 at the N. Y. Hundred Million Club. Here they are:

"After more than forty years of pushing an advertising pencil, of scheming schemes, of juggling words and thoughts — after all these years of testing, mailing, and analyzing — I have come to the conclusion that mail order people generally are addicted to the insidious habit of over-testing.

"So serious is this disease that, where it exists in its most pernicious form, the unsuspecting victim loses his ability to think for himself, to judge, to make decisions, to act. His muscles of courage become atrophied and his power of discrimination calcifies. He believes the easy way out of any selling problem is to test. Why think when it is so easy to get the correct answer by mailing a couple of thousand or by running an ad or two?

"But — is testing the key to personal success, or may it not, like fire, be a good thing only if there isn't too much of it? If every test could safely be projected, much of the fallacy of testing would be eliminated. But we all know how much difference there can be between the result of a test and the result of a mailing — or between the result of a single ad and a campaign!

"Too many things can happen in these fast-moving times to destroy the projection of a test. Within the span of a season, a month, or even a week,

marked economic, competitive, or psychological changes can take place, and when they do, blooie go your expectations. And the element of elapsed time is only one of the dangers.

"I have known of campaigns based on the result of a 200 test mailing — of weighty decisions arrived at by virtue of an infinitesimal difference in results between the use of two half-cent stamps instead of metered mail, between colored envelopes and white, between No. 10 envelopes and No. 6. You would think, after so many years of recorded experience, we would have learned that tests do not always tell the whole truth — that we will never completely formularize advertising as long as there are changes in the weather, in world conditions, in domestic affairs, and even in local conditions from month to month and from week to week — that we will never be able to project a test with absolute assurance that the final results will be true to our original projection as long as an interval of time elapses between our test and our campaign.

"I am not arguing against testing, but against fallacious testing, and against faulty interpretations of tests. I object to tests which determine the best day of the week on which to mail; to tests which are intended to prove whether a price of \$1.98 is better than \$1.99; to tests of half a dozen or more slightly different letters; and to tests of 500, or even 1000 to determine whether a proposition or a list is worth going ahead with on a large scale. Tests that tell you nothing or actually mislead you are worse than none.

"Divide any list into units of 1000 and after the results are in check the percentages of orders against each of those units. You'll be startled by the difference between your 'best' 1000 and your 'worst'.

"The cure for indiscriminate testing is judgment. Discard, ruthlessly and boldly, and without regret or reservation, any idea that you are not confident has a good chance to pay. Don't toy with 'fringe' or 'lunatic' ideas that you would discard at once if they came out of someone else's head or if their cost came out of your own pocket. The reason for failure is not a lack of ideas, but a lack of discrimination in their use. You will never rise to the heights you dream about until your judgment becomes the master instead of the slave of any testings you do, for, in the final analysis, the end of testing is only the beginning of your real problem."

After finishing the excerpts, Arthur asked Max how he felt about it today. "Is it true that you do not believe in testing?" Here is his answer:

You left a word out. You left the word "fallacious" out. I am all for testing, and certainly am guided by tests, but the difference between mailings has to be great and not small, and you should shoot for a terrific difference in results, because these little tiny differences in results wind up in profits to production departments and engravers, and not to the advertiser. There cannot be big differences in the results unless there are big differences in your tests, and even some of the differences that we think are big, turn out to be small and actually turn out to reverse themselves frequently. For instance, at dinner tonight, we were talking about three-cent postage as opposed to 1½ cent postage or two-cent postage, and still they reverse themselves constantly.

Unless your tests are very startling, you can waste an awful lot of time on them, and I still stick to that theory of fallacious testing. How many times you have tested with the same mailings and different key numbers and have found a difference in results, so how can you credit any validity to a test that shows a slight difference in results, even if there were different mailings?

In the final analysis, you do have to use your judgment and stand by your judgment, and not be afraid to make those decisions, because you can die testing and you can go broke testing. The first thing, of course, is to get a proposition where the slight differences in results do not make any difference to the business, and if you are in that sphere you do not have to worry too much about these slight differences because they are going to happen no matter what you do.

As to timing, we all know—I think most of us know—that there has been a terrific difference in results between July, or even August, and now, as conditions change. I have heard from many people that mailers are not doing as well as they were—what good were your tests then?

From there on the arguments waxed hot . . . with everyone participating.

We think these group meetings are good for direct mail. Should be more of them all over the country. Either as club affairs or privately sponsored.



creative design

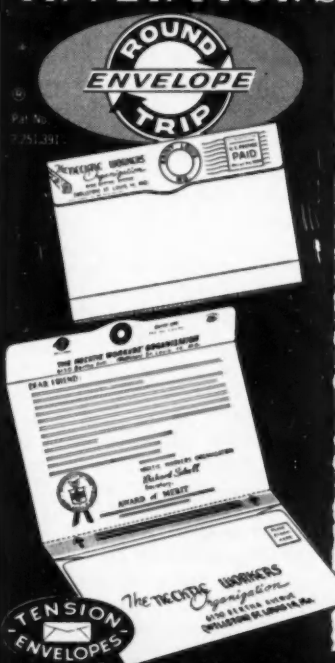
- for • CORRESPONDENCE
• DIRECT MAIL
• SELLING
• MERCHANDISING
• PACKAGING

Tension creates envelopes that sparkle . . . envelopes that stir the urge to buy. Envelopes that package products—then help to move them off the shelf.

However you use envelopes—a Tension "Creative Design" will do its part to make your envelopes more effective. Creative Design is the extra ingredient that makes a good envelope better. Creative Design, like "Tension Inventions" (see ad below)—is another Tension Service!

TENSION ENVELOPE CORP.

TENSION INVENTIONS



ENVELOPES To Save
You Labor, Speed Service,
Help Prevent Mistakes!

Saves Money... GOING and COMING!

The Same Envelope That
Takes Your Message Out
Brings Your Answer Back



This new Patented Tension Envelope combines outgoing envelope, letter or statement and return envelope in one piece that can be mailed first class—or third class.

It's simple to use—easy to understand. The person who receives it merely tears the flap off, and the return envelope is ready to bring his reply or order back.

This new "Round-Trip" envelope brings back the outgoing address complete . . . just the way you typed or printed it: Key number and all! There's no handwriting to decipher, no chance for unkeyed replies. You'll want to see a sample of this unusual envelope, so write for yours today!

TENSION ENVELOPE CORPORATION

New York 36, N.Y.—522 Fifth Avenue
St. Louis 10, Mo.—5001 Southwest Ave.
Minneapolis 1, Minn.—129 North 2nd St.

Des Moines 14, Iowa—1912 Grand Avenue
Kansas City 8, Mo.—19th & Campbell Sts.
Ft. Worth 12, Texas—5900 East Rosedale

AFTER 300 YEARS.. AN ANSWER FOR JULIET!

"What's in a name?" floated down to Romeo from a moon-flooded balcony more than 300 years ago. And today the George R. Bryant Co. answers, quite pointedly, "Plenty!"

If you own a list of names of any description, it has revenue-producing possibilities through rentals to non-competitive list users, that will certainly pay a substantial part of your maintenance cost . . . and perhaps cover all of it.

If you need names for the profitable promotion of your own product or service, Bryant has them, in rich profusion and at attractively low cost.

Write today and we'll be glad to tell you "what's in a name" for your specific purposes.

GEORGE R. BRYANT CO.
75 East Wacker Drive
Chicago 1, Ill.



GEORGE R. BRYANT CO.
of N.Y., INC.
595 Madison Avenue
New York 22, N. Y.

Member National Council of Mailing List Brokers

successful sales letters . . .

— rarely just "happen". They are the result of careful planning and knowing what makes a letter "pull". The format, too, plays its part in getting attention . . . maintaining interest! You can PROVE this easily by TESTING Return-A-Card against your present mailing. You'll find the pre-addressed, "built-in" reply card makes it easier to reply — get better results — costs less per response. Write for your FREE folder of "Successful Sales Letters", showing this unique format applied to many promotion problems.

**REPLY CARD IS
ATTACHED TO THE
LETTERHEAD!**

**SALES LETTERS
INCORPORATED**
250 W. 49th St., New York 19,
Telephone Circle 6-0843

How To Get The Right Start In Direct Advertising

By Harrie A. Bell

Section X:

WHERE ARE THE PEOPLE WE WANT TO REACH?

(Part Three)

There are constant changes going on in life all around you. Those changes affect businesses as well as homes. For a few examples:

If your list includes the names of local residents who may be prospects for your local store, theatre, coal yard, or other local enterprise, at least once a year you should check up every name on your list against the local telephone directory, voters' list or any other source of local listings. You will find a surprising number of names that must be struck off. Some have moved away, some have died.

If your list embraces the names of retail stores in a large city (to whom, let us say, you are trying to sell a cleaning compound for janitor's use), you must check up at least once a year. Again, you will be amazed at the number of stores which have discontinued since one year ago. For such a business list, you must further check up the individuals' names, for new managers or new owners may have taken over. And again you must check for changed locations, because even large, well-known retail stores do sometimes move. (As I write, I recall two of Philadelphia's best-known retail stores within a block of where I sit, which have "moved around the corner" within the past six months.)

There is, for the business list, yet another checkup which is advisable. Business firms have a financial rating. No one cares to invest good money creating a desire for his product by someone to whom he would not care to extend the usual trade credit. The simple process is to exclude from your mail list all prospects, otherwise eligible, who do not have a good enough credit rating. Since a firm, in good standing when your original list was made, may fall into a lower credit rating within the year, this detail must also be carefully checked on periodically.

A checkup once a year has been suggested merely to fix a definite period in the student's mind. In practice, the wholesale checkup period will vary with the nature of the people or firms on the particular lists.

Various firms who supply mailing lists to advertisers have kept records of the percentage of changes to be expected in listings of different classes of prospects. These and other authorities have said that in lists of individuals addressed at their homes, the changes due to removals and deaths may run as high as 20% each year. Individuals addressed at their places of business are subject to a similar change, though probably smaller.

Lists of doctors and dentists, because location of their offices has so much to do with their success in building up a good practice, are subject to a smaller change because of removal. Industrial concerns are not frequent movers, though the changes in individuals addressed may be considerable; and the depletion due to business failure is certainly appreciable.

It would be easy to reprint here some of the available data showing relative percentages of annual changes, as they were determined by various investigators, in certain classifications of lists. I have decided not to do this, since factors at work today are likely to make the old figures inaccurate as of now. For example, take the removals and deaths that formerly caused a 20% change in lists of individuals addressed at their homes. The death depletion is no doubt the same as heretofore, but in today's housing shortage the frequency of removals is likely less, for anyone who now has a place to live is not able to move at will.

This condition may not change for some years.

The purpose of this course is to point out the underlying principle, leaving its application in your own work to your own good judgment.

How Lists May Be Kept

In the modern method of compiling and keeping a mailing list at hand for ready reference, the word "list" is somewhat misleading. When one speaks of a list of names, you may think of an actual list on a sheet of paper, one name following another until the sheet is filled. Such methods passed out years ago.

In modern practice a single card is used for each name on the list. Opinions vary as to whether it is better to use one card for a given firm, including all the individuals to be addressed on that one card; or to use a separate card for each individual. That is a matter for personal preference. We use the single card for each firm, listing all persons on the one firm card. This makes fewer cards to work with, and gives at a glance the total "coverage" of people we are addressing in any one firm.

The size of the cards used will be dependent on the other matters you want to record on the card, regarding the firm or individual listed. Some advertisers keep all kinds of detailed nations on their mail list cards, including types of material they purchase, when they are likely to be in the market, what the monthly or yearly sales to that firm have been, what their commercial credit rating is, when the salesman called, and a host of other "sales" data. That again is a matter of company policy; but it is mentioned here to point out that a carefully compiled mailing list can also serve as a valuable tool for the sales manager.

One further detail on the physical form of the mailing list should complete all we need to mention on the subject. It has been found that the loose card systems, arranged alphabetically between alphabet indexes, are somewhat awkward to handle. Quick reference is impeded by thumbing cards back and forth to locate the wanted one. As a consequence many different methods have been devised for making, out of the general card record, a *visible* card record. These *visible* systems provide means for allowing one card to extend beyond the next just enough to make the key name on the card visible. Locating the wanted card is thus made rapid. This lightens the burden of making corrections and is highly recommended because, with a visible record, you are almost certain to keep your listings in better shape. The only good list is a carefully tended one, as nearly accurate as is reasonably possible.



We are indebted to Joe Russakoff, Vanguard Advertising, 15 East 40th Street, New York 16, New York for this idea. Said he, "You ought to start a column where guys like me can find hard-to-find things. Could be a swap column or something. F'rinstance, I'm looking for some odd-sized matches, two inches long (standard size 1 1/4"). Have written three or four manufacturers with no success. Seems to me a small ad would do the trick."

Well, Joe, here's the column. Hope you find your source of supply. Reporter readers and/or a specialty house should be contacting you immediately.

This column is for all readers. If you have something that's WANTED . . . something you need and can't find, send us four or more lines of explanation. Cost is but \$2.00 a line. We'll rush it in first possible issue. Send to The Reporter, Garden City, N.Y.



HERE'S REAL ADDRESSING MAGIC

DOLLAR SAVINGS
from PENNY LABELS

"CARBO-SNAP" 24 or 33 perforated labels on a sheet. Up to 6 copies with just ONE typing . . . Your Typewriter, Your Typist and CARBO-SNAP.

You'll want the complete story. Just write and ask for it . . . and samples.



MAILING | LISTS

want to be FIRST

in sales?

INDUSTRIAL LIST BUREAU
45 Astor Place, New York 3, N. Y.

Hook-On TR. Jr. TRAVELING RACK
CUTS MAILING COSTS

Ten Hook-On Trays speed up printing, mimeographing, sorting, in setting . . . keep things moving in the mail room. Write for folder.

All-Purpose Metal Equipment Corp.
235 Mill Street
Rochester 14, New York

complete Direct Mail service

PONTON
"The House of Direct Mail"

mechanized and streamlined for fast, accurate and efficient service, — at lower costs to you . . .

W. S. PONTON, INC.
50 East 42 St., New York 17, N. Y. MU 7-5311

Section XI:

CARE IN THE MAILING PROCESS

Many a worthy sales message has failed to impress the recipients through no fault in the copy, the layout or the printing. This often happens because the persons entrusted with the supposedly routine job of preparing the material for the post office are not aware of the importance of their job. Addressing the envelopes, inserting material in the envelopes, sealing or tucking flaps in, and attaching the stamps — these are chores which may seem foolproof. Actually, they are not.

To begin with, all the care you have put into compiling an accurate mailing list, with names correctly spelled and addresses complete, can be wasted if those who write the addresses are not warned to be as meticulous as you have been. Further, even if no such errors be permitted, a *slovenly written* address, or a *careless placing* of the address on the envelope, may wreck the effect you hope to make on the recipient.

When names are already in plates or frames — to be put on the envelopes by some type of addressing machine — the error of carelessness may still creep in. Keep the ribbons fresh, the stencils clean, and prevent any marks or smudges. The machine-addressed envelope should look as fresh and clean as if actually addressed on a typewriter.

On the question of stamps, it must be pointed out that the cardinal sin in sending out mailings is to affix too little postage. Imagine the friendly (?) feelings of a prospective buyer who must pay postage-due because you used a two-cent stamp when a three was required? I don't have to imagine it, for it has happened to me a number of times. No one enjoys paying postage-due on a piece of mail — and when that mail turns out to be an advertisement it's just too bad for that advertiser.

To those who insert your folders in their envelopes, it is always well to explain the purpose of the piece, and just why the return card should be inserted this way, and not that. Explain why you tuck it in at page 14 instead of at page 2. Tell them why you want the cover of the folder to face the address, or the flap. Let them see that there are reasons for care in every detail, and get their cooperation by explaining these reasons.



Harrie A. Bell

The value of direct advertising to help sell goods, or to put over an idea, has been proved so many times that no informed person doubts its truth. There are those who still claim, however, that they "used direct advertising once and it didn't pay." It won't if you do not put as much care and attention on every detail as common sense directs, and as experience has proved necessary.

The full measure of results comes only when intelligence and care are exercised in all departments at all times, and this definitely includes the purely mechanical process of getting the mailing itself into the mails.

Where distribution of direct advertising is by means other than the mail, the admonition of care equally applies. For example, if dealers are to be supplied with counter folders, remember that, sent out in bulk, such folders often get shopworn before they ever reach the counter. The extra care of putting bands around packages of fifty or one hundred will tend toward clean and unmussed folders being put on the counters. Or suppose you prepare catalogs to be distributed only by personal salesmen as they make their calls. Often it proves well worthwhile to insert each catalog in an envelope, to assure its freshness up to the moment of presentation.

Think out each problem on its own merits, of course; but do not make the mistake of having to say, when the fault is discovered "Oh, I never thought of that." It is your job to think of it *in advance*.

(Next Month — Section XII: Mail Order Advertising)

Ed. Note: For complete information on processes . . . see booklet, "How to Think About Production and Mailing," available from The Reporter of Direct Mail Advertising, 224 Seventh St., Garden City, N. Y.

My Mail Order Day

By Jared Abbeon

How is business by you gentle reader? By my companies we are eating—not regularly—not well—but still eating. I've already told my wife not to expect a new mink coat this Xmas. Symptomatic of the trend is the story going around about a mail order man who checked into the Palmer House up North in Chicago. He asked for a room on the top floor. When the desk clerk heard he was in the mail order business he asked the M.O. man "Do you want this room for sleeping or jumping?"

Job wanted—One of the best if not the best young (32) direct mail and mail order men in the country is quietly talking about switching jobs. This fellow can play almost any position on the team but is generally conceded to be tops in copy writing and publicity, strong on public speaking and account or customer contacts. He is now making in the neighborhood of \$10,000. a year—is talking about \$20,000.—but might settle for \$15,000. with the right outfit. If you are interested I'll put you in touch.

Thou Shalt Not Steal—About a year ago one of the really brilliant men in the Mail Order business had a bright idea. He spent a small fortune setting it up—and when the plan started clicking, reached down into the sock to the tune of over \$500,000 to push it along. Then along comes another bright lad from the Old Bay Colony and he reaches down into his sock and comes up with a bundle of money and copies the originator's plan almost word for word. For awhile it looks nip and tuck—will the copy-cat manage to grab the market away from the original man? The payoff came just a short while ago. The second man has asked the first to bail him out and fill the orders as they come in.—Crime doesn't pay! Oh yes, in yesterday's mail comes along guy number three—same idea, same copy—and I'll bet a cookie it's going to be the same ending.

A Good Man Never Dies—Bob Collier has been gone from us these past four years but it's a rare day goes by that I don't get at least one letter based on, if not down right lifted from, his famous biographical "The Robert Collier Letter Book." One day last week there were three form let-

ters one after another in the A.M. mail that betrayed the touch of the master. Incidentally, if you don't possess a copy — get one. It's basic. My copy is the Sixth Edition (1950) put out by Prentice Hall, 70 Fifth Avenue, New York City.

I guess I better resign as an expert—One of my suppliers was in about three weeks ago. Told me he had an item that was going to be really "hot as a pistol!" I told him that since I left the Marine Corps I only carry a Pistol on payroll day . . . that the item was an obvious stinker. Too fragile—too bulky—difficult to describe, expensive to picture and artwork, and nobody would pay \$6.95 for one anyhow. So he says "Test it." So I says "The simplest kind of a letter with order card and return envelope, no pictures no nothing, would still (taking set up, etc., into account) run about \$60. And I got lots better uses for my cash." So he hauls out an overstuffed wallet—peels off three twenty dollar bills and says "Test it; I pay." So I tell him "O. K. you pay but it takes 20 orders to barely break even; and you won't sell two of those Dodoes." So here it is three weeks later. I've got 80 orders in the till from that first thousand mailing. Now the question is . . . can the supplier deliver enough to fill the anticipated orders from the follow-up mailings?

A group of men very interested in one of the finer advertising organizations were standing around the other day discussing how best to expel a member. One faction held out for kicking the creep out with a righteous fanfare of rolling publicity drums in order to emphasize the purity of the organization. A second faction held out for a very quiet letter requesting his resignation so as to avoid legal complications and also to keep from public view the fact that even in the clean house of mail order, a dark corner or two exists. The suggestion made by a one man minority got the most applause. "Let's draw straws—short straw goes up to Boston tonight and puts a slug in his guts."

Reason for the depth of feeling—this unstoned racketeer is currently defrauding helpless women, spinsters, wives, mothers and widows—poor women out of their last pennies on a stinking homeworking scheme where

they can't possibly make a dime. Oh yes, the scheme is legal . . . but just barely. This conscienceless monster is fleecing these poor people at the rate of 10,000 (that's right ten thousand) a week. And he is using the name of this legit advertising outfit to establish his credentials; as being a member — he must be bona-fide.

Went into town on one of my rare visits the other day. My steno said I was getting ingrown mentally. Had lunch with the president of an advt. agency billing in seven figures. Don't use an agency myself, but this man made sense. Says his outfit stresses copy, copy, copy. "If a man is going to buy an object he will read reams of copy about it—If you keep it interesting." It's the non-buyer who just wants to browse through a book of pretty pictures. Admits he's fighting an uphill battle against the pretty picture boys, gay deceivers and "Four-flushers." Agreed with him and pointed out that in the mail order man's game nobody ever won with a four card flush yet.

A couple of Harvard Business School men were in to see me. Spent about three hours briefing them on the potentials or rather lack of potentials in the cooperative and imprinted catalog field using imported merchandise. Don't sell these Harvard and other old line institution men short. It's become the fashion to sneer at a "collitch degree" in some circles; but I never met a man to whom it did any lasting harm. "Where did I go?" ask you. Being in the mail order business I naturally have a diploma from The International Correspondence Schools.

Well the Holiday season is here again and I could wish you "the merriest" and I will. I could make predictions for the coming year but the Old Sarge taught me "never stick your neck out." I could call down blessings on the upright and maledictions on the wicked—but that is already in much more capable hands than mine. I could wax nostalgic and sentimentally recall those brave mariners who drowned in the seas of the P.L.&R. and the Pink Dun & Bradstreets—However, all I'll say is that I'll see you faithful readers who got all the way to the end, in January.

better production brings better results

There's a best way to produce direct mail . . .

MASA members study the best, most effective, ways of production; support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results. To check the effectiveness of your production source . . . Always say, "Are you MASA?"

YOUR BEST SOURCE for: Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

Mail Advertising Service Association

18652 Fairfield Avenue
Detroit 21, Michigan

Sell Your Products to More People

Explain the benefits your prospects will gain from the items you offer.

This intelligent approach is featured in letters and literature written for my clients. It gets paying results.

These effective selling ideas are described in an interesting folder. The practical information it contains, may prove useful in your business. Send for your copy, without obligation.

EDWARD W. OSANN

Creative Letters and Advertising Literature
Since 1910

Member
Direct Mail Advertising Association
175-35 88th Ave., Jamaica 32, N. Y.

REpublic 9-2244

PONTON

"The House of Direct Mail"

"BETTER LISTS FOR BETTER MAILINGS"

Write Dep't "R" for FREE Catalog

W. S. PONTON, Inc.

50 East 42nd St., New York 17, N. Y.

MORE ABOUT THE POSTAL SITUATION

Reporter's Note: We are reprinting here a letter received from A. C. Kalmbach of the Kalmbach Publishing Co., 1027 N. Seventh St., Milwaukee 3, Wis. Mr. Kalmbach is acting chairman of the Smaller Magazines Postal Committee. Not every reader of The Reporter will agree with all of Mr. Kalmbach's conclusions . . . but we think his suggestions (resulting from John Yeck's article) should have your careful consideration. Now that the Carlson Committee is doing an intelligent job of analyzing Post Office operations, we think The Reporter pages should be open for round table discussions even though this reporter hopes there won't be any necessity for an increase in first class postage.

Good morning, Mr. Hoke:

I have read with a great deal of interest John Yeck's article on postal rates in your October issue. His suggestion is very appropriate that all specially subsidized rates, such as charitable and fraternal, should be washed out of the postal budget before an attempt is made to balance it on a business basis.

However, he goes on to suggest that the cost for each class of mail should be carefully and accurately ascertained and then that costs should be recovered through rates. This is the part of the postal situation which is very little understood and which is untenable on a normal transportation rate making basis.

You see, it's impossible for a cost accountant in any way whatsoever to reflect the savings to the Post Office of having deferred classes of mail; and yet the Post Office could not be operated as a business without some deferment of at least part of the mail volume. The mail fluctuates from day to day, from week to week, and if there weren't something which could be put on the side and worked later it would simply be impossible to handle all of the mail promptly every day.

Therefore, like any other business, the Post Office set up a system of priorities. First class mail is always worked first at each sorting step, and it is handled first on transportation. Other classes of mail are handled as by-products. Yet, to cost accounting, the secondary time that is used for working second and third class mail costs just as much per hour as the primary time which is used for sorting first class.

If a man works two hours out of an 8-hour shift getting first class mail

ready for the morning delivery, and works the other six hours preparing second and third class mail for the next day's deliveries, the first two hours of the shift are assigned just as much hourly value as the last six hours. And yet if there weren't any second and third class the man would still be needed in order to handle the two-hour morning peak of first class mail — and he'd sit on his hands for the remaining six hours!

Take railroad transportation space as an example. It is contracted for on a regular volume basis day in and day out. Some days the cars are pretty well loaded. Other days they would be empty were it not for the ability to fill in with bulk second and third class, which is accepted by the Post Office and handled on a "when, as, and if" basis. The second and third class users of the mails have always accepted this secondary service and felt that it was a part of the price they pay for lower rates. Now, however, the Post Office comes along with a flat cost apportionment and asks that rates be based on this flat cost apportionment.

It must be remembered that there is very little possibility of arguing the arithmetic correctness of the cost apportionment, but the Post Office itself admits that the cost apportionment is not and cannot be a basis for rate making. If the cost apportionment were used as a basis for rate making, second and third class mail would go at practically the same rate as first class mail — the only difference being an allowance for a certain amount of pre-sorting and sacking by the bulk mailers. That clearly would not be right because why should second and third class mail pay equal rates for an inferior service.

Take another example: To the telephone company cost accountants, a long distance call costs the same whether it's made during day or night. In fact, if there is any difference it costs less during the day because the volume is greater. Yet, the phone company willingly, and as a good business proposition, charges lower rates nights and Sundays in order to encourage off peak business. Is it, therefore, losing money on night and Sunday calls? Don't be silly.

Businessmen and others interested in a sound solution of the Post Office problem will have to quit talking about cost ascertainment as a means of providing an arithmetic solution to rate problems. It just can't be done. Railroads, trucking lines, and all other

types of transportation agencies are faced with this same rate making problem, and they don't solve it by cost ascertainment. What they try to do is find the immediate out of pocket cost of handling each type of business, and then, according to the value of the business, the type of preference they have to give it in handling, and other such intangible and unmeasurable characteristics, they proceed to try to get out of each class of business not only its out of pocket cost but as much more as it will justifiably contribute toward the general overhead of the business.

Assume that the Post Office is created for the purpose primarily of handling first class mail — because that is the preference mail — how much more, then, does it cost to handle second and third class mail? Is that now recovered? I believe it is. Then where we do make up the business deficit even after washing out the subsidy mail? Obviously, first class should pay more than the flat apportioned cost because it is given preferred treatment. At present first class barely breaks even. An extra penny on first class would be the only practical means of gaining substantial additional revenue for the Post Office. Higher rates on second and third class will actually reduce the revenue, if we want to talk practicalities. And, a higher rate on first class would follow rate making practice in transportation industries where preference freight is always given a higher rate than the flat apportioned cost, and bulk commodities like coal, sand and lumber are given lower rates than the average apportioned cost. Does this make sense?

Cordially,

(Signed) A. C. Kalmbach,
Acting Chairman

Smaller Magazines Postal Committee.

POOR THINKING!

The November 1953 issue of *The Typographical Journal* (published by International Typographical Union) contains the silliest tirade we've seen against the new simplified addressing system. It contains a long resolution passed by the delegates to the A. F. of L. Convention in St. Louis which attempts to prove that simplified addressing will put union members out of work. How the *Typographical Union* fell for that one is beyond us. If simplified addressing will help small merchants, if it will get more businessmen to use the mails . . . then it will create more work for printers and lettershops and put more craftsmen to work.

CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines. Write The Reporter, 224 Seventh St., Garden City, N. Y.

ADDRESSING

OUR LISTS ARE FREE
Retailers - wholesalers - manufacturers
Banks - churches - institutions
We charge only for addressing
SPEED - ADDRESS KRAUS CO
48-01 42nd Street
Long Island City 4, N. Y.

ADDRESSING PLATES

If you use
ELLIOTT-type STENCILS
and want to REDUCE COSTS
Write to Box 82, The Reporter,
Garden City, New York

ADVERTISING AGENCIES

For pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers, consult Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

GEORGE FELDMAN
MAIL ORDER ADVERTISING
FREE CONSULTATION!
1186 Broadway, N. Y. (cor 29)
MU 3-4191

Use this ADVERTISING "DEPARTMENT" on Retainer or Job Basis. Sound, scintillating Ideas, Copy, Layout, Production. Test Ads, Catalogues, Enclosures, etc. MONEY-MAKERS! Box 83, The Reporter, Garden City, N. Y.

BUSINESS SERVICE

YOU NEED A CHICAGO OFFICE ADDRESS — on your Letterhead. Builds Prestige. Mail, Telegrams, Parcels, Received. Forwarded. \$5 monthly. Application Form FREE. FAULTLESS! P-664, No. Sangamon, Chicago 22.

FOR SALE

ELLIOTT STEEL CABINETS
For stencils, with 100 steel trays. Also addressing machines — bargains. Saver & Wallingford, 147 West Broadway, New York City 13. WO 4-0520.

New Elliott 1250 Addresser — 250 stencil capacity. \$200 or exchange for what have you Box 187, Crystal Lake, Ill.

INSERTING & SEALING MACHINE—4 box, No. 10. Good condition. HARRY J. ABRAMS, 331 Emerson St. N.W., Washington 11, D.C.

1948 PONTIAC STATION WAGON Deluxe. Under 30,000 miles! No crashea. Original owner. BEST OFFER! TRafalgar 7-9414. Box 85, The Reporter, Garden City, N.Y.

HELP WANTED

PROMOTION MAN—Experienced direct mail. Some advertising background. Young, aggressive, capable developing effective ideas. Excellent opportunity. Box 84, The Reporter, Garden City, N.Y.

COPYWRITER, experienced in writing persuasive Direct Mail Sales Letters and Mail Selling Material. Permanent position open with 4-A Philadelphia Agency specializing in Direct Mail. Write giving background, age, starting salary, etc. The Buckley Organization, Lincoln-Liberty Bldg., Phila. 7.

LISTS

CANADA'S BEST MAILING LIST
200,000 live names on Elliott stencils
Call your list broker — TODAY
or Tobe's, Niagara on the Lake, Canada

OFFSET CUTOUTS

Promotional headings, illustrations, cartoons, symbols, borders, panels, holiday art, type fonts, decoration, for offset reproduction. Most complete service in U. S. Free descriptive booklet. A. A. ARCHBOLD, Publisher, 1209-K S. Lake St., Los Angeles 6, Calif.

PROMOTION AIDS

If you have a promotion department, you need these booklets: (1) to train new people on how to think about direct mail (2) to have a source of check-lists for the experts (3) for evidence on how other users use the mails (valuable in preparing budget reports for management, for justifying recommendations).

How To Think About Direct Mail

How To Think About Readership in Direct Mail

How To Think About Letters

How To Think About Mailing and Production

How To Think About Showmanship

How Direct Mail Solves Management Problems.

Be sure all six are in your direct mail library. One dollar apiece. \$5.00 for all six. Send check to The Reporter, 224 7th Street, Garden City, New York.

SITUATION WANTED

Experienced inside man, statistician, analyst (Sales, Expenses, Agents-activities, Advertising results, etc.) Salary \$125. Box No. 81, The Reporter, Garden City, N. Y.

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

ADDRESSING
Ace Typing Service.....467 Second Avenue, New York 16, N.Y.
Creative Mailing Service.....460 No. Main St., Freeport, N.Y.
Fair Mail Service.....417 Cleveland Ave., Plainfield, N.J.
National Advertising Service, Inc.....2055 N. 17, Kansas City 4, Kansas

ADDRESSING MACHINES
Addressing Machine & Equipment Co.....326 Broadway, New York 7, N.Y.
Saver & Wallingford.....143 West Broadway, New York 13, N.Y.

ADDRESSING - TRADE
Belmar Typing Service.....107-32 104th Street, Ozone Park, N.Y.
Shapins Typing Service.....68-11 Roosevelt Ave., Woodside, N.Y.
Star Typing Service.....45-21 162nd St., Flushing, New York
M. Victor.....130 Flatbush Ave., Brooklyn 17, N.Y.

ADVERTISING AGENCIES
Frederick Asher, Inc. Advertising.....20 N. Wacker Drive, Chicago 6, Ill.
Institute of Sales Promotion.....131 Lafayette Street, New York 13, N.Y.
The Jay H. Maish Company.....On Gospel Hill, Marion, Ohio
Martin Ad Agency (Direct Mail Order).....15 PA. E. 40, New York 16, N.Y.
Roskam Advertising (Mail Order).....1430 Grand, Kansas City 6, Mo.

ADVERTISING ART
Ben Kerns.....P. O. Box 812, Greenville, S. C.
Raymond Lufkin.....124 West Clinton Ave., Tonawanda, N. Y.
Roskam Advertising (Mail Order).....1430 Grand, Kansas City 6, Mo.
Trampus Art Studio.....349 Tenth St., Moline, Illinois
Harry Volk Jr. Art Studio.....400 Central Building, Atlantic City, N. J.

AUTOMATIC TYPEWRITERS
American Automatic Typewriter Co.....14 N. Carpenter St. Chicago 22, Ill.

AUTOMATIC TYPEWRITING
Ambassador Letter Service Co.....11 Stone St., New York 4, N.Y.
Arrow Letters Corp.....307 West 38th St., New York 18, N.Y.
MacCallum Letter Service.....7 So. Dearborn St., Chicago 3, Ill.
W. J. Reynolds & Company.....109 North Dearborn St., Chicago 2, Illinois

BINDING
Publishers Book Bindery, Inc.....148 Lafayette Street, New York 13, N.Y.

BOOKS
The Art & Technique of Photo Engraving, Horan Engraving Co., N.Y. 1, N.Y.
Art for Reproduction.....Repro Art Press, 80 5th Ave., New York 11, N.Y.

BUSINESS CARD SERVICE
R. O. H. Hill, Inc.....270 Lafayette St., New York 12, N.Y.

CARTOON ADVERTISING
Ray Thompson Cartoon Studio.....Box 134, Wyncote, Pa.

CATALOG PLANNING
Catalog Planning Company.....101 West 55th St., New York 19, N.Y.
Cullen Rapp Studios.....150 West 34th St., New York 1, N.Y.

COPYWRITERS (Free Lance)
Leo P. Bott, Jr.....64 E. Jackson Blvd., Chicago 4, Ill.
Edward W. Osann.....175-35 88th Ave., Jamaica 32, N. Y.
Orville E. Reed.....First National Bank Bldg., Howell, Michigan
Roskam Advertising (Mail Order).....1430 Grand, Kansas City 6, Missouri
Finvel H. Shurtleff.....1120 Wilson Ave., Peoria 4, Illinois
Dick Sutherland-Business Ideas.....1609 NE 23rd St., Ft. Lauderdale, Fla.
John Yeargain.....442 East 20th St., New York 9, N.Y.

DIRECT MAIL AGENCIES
Homer J. Buckley.....57 East Jackson Blvd., Chicago 4, Ill.
Chase and Richardson, Inc.....9 East 45th St., New York 17, N.Y.
Dickie-Raymond, Inc.....80 Broad Street, Boston 10, Mass.
Direct Mail Services.....175 Luckie Street, N. W., Atlanta 3, Georgia
Duffy & Associates, Inc.....918 North 4th Street, Milwaukee, 2 Wisconsin
The Folks on Gospel Hill.....400 S. Main Street, Marion, Ohio
Frederick E. Gylmer.....2123 East 9th St., Cleveland 15, Ohio
Institute of Sales Promotion.....131 Lafayette Street, New York 13, N.Y.
Mailograph Co., Inc.....39 Water Street, New York 4, N.Y.
Proper Press, Inc.....129 Lafayette Street, New York 13, N.Y.
Reply-O Products Co.....7 Central Park W., New York 23, N.Y.
Roskam Advertising (Mail Order).....1430 Grand, Kansas City 6, Mo.
Sales Letters, Inc.....250 West 49th St., New York 19, N.Y.
John A. Smith & Staff.....11 Beacon St., Boston 8, Mass.
Carl G. Vienot, Inc.....134 Summer St., Boston 10, Mass.

DIRECT MAIL - DEALER HELP
National Advertising Service, Inc.....2055 N. 17, Kansas City 4, Kansas

DIRECT MAIL EQUIPMENT - DEALERS
The Adamm Company.....250 Third Avenue, New York 10, N.Y.

DIRECT MAIL EQUIPMENT - MANUFACTURERS
All Purpose Metal Equipment Co.....255 Mill Street, Rochester 14, N.Y.
B. H. Bunn Company.....7605 South Vincennes Avenue, Chicago 20, Ill.
Davidson Corporation.....29 Ryerson St., Brooklyn 5, N.Y.
Felines Typing Machine Co.....3351 North 35th St., Milwaukee 15, Wisconsin
National Bundle Tye Company.....Blissfield, Michigan

DIRECT MAIL - GIFTS
George E. McWeeney Co.....120 Milton Avenue, West Haven 16, Conn.

ELLIOTT STENCIL CUTTING
Address-O-Rite Stencil & Machine Co.....64 W. 23rd St., New York 10, N.Y.
Clear Cut Duplicating Co.....149 Broadway, New York 6, N.Y.
Creative Mailing Service.....460 North Main St., Freeport, N.Y.

ENVELOPES
American Envelope Mfg. Corp.....26 Howard St., New York 13, N.Y.
The American Paper Products Co.....East Liverpool, Ohio
Atlanta Envelope Co., 1700 Northside Drive, P.O. Box 1267, Atlanta 1, Georgia
Boston Envelope Co.....397 High St., Dedham, Mass.
Columbia Envelope Co., 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.
Samuel Cupples Envelope Co., Inc.....360 Furman St., Brooklyn 2, N.Y.
Cupples-Hesse Corp.....4175 N. Kingshighway Blvd. St. Louis 15, Mo.
Curtis 1000 Incorporated.....Capitol Ave. & Flower St., Hartford 6, Conn.
Delta Envelope Co., 1166 Terminal St., P. O. Box 2523, Memphis 2, Tenn.
Detroit Tullar Envelope Company.....1041 14th St., Detroit 6, Mich.
Double Envelope Corporation.....P. O. Box 658, Roanoke 4, Virginia

Garden City Envelope Co.....3001 North Rockwell St., Chicago 18, Ill.
The Gray Envelope Mfg. Co., Inc.....55-33rd St., Brooklyn 32, N.Y.
Heco Envelope Company.....4500 Cortland St., Chicago, 39, Ill.
McGill Paper Products, Inc.....501 Park Ave., Minneapolis 15, Minn.
Orgier Envelope Co., Inc.....167 41st St., Brooklyn 32, N.Y.
Rochester Envelope Co.....72 Clarissa Street, Rochester 14, N.Y.
The Standard Envelope Mfg. Co.....1600 East 30th St., Cleveland 14, Ohio
Tension Envelope Corporation.....522 Fifth Avenue, New York 36, N.Y.
Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.
Transo Envelope Co.....3542 N. Kimball Avenue, Chicago 18, Illinois
Transo Envelope Co.....22 Monitor St., Jersey City, New Jersey
United States Envelope Company.....Springfield 2, Mass.
The Wolf Envelope Company.....1749-81 E. 22nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES
Columbia Envelope Co., 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.
Curtis 1000, Inc.....Capitol Avenue and Flower St., Hartford, Conn.
Garden City Envelope Co.....3001 North Rockwell St., Chicago 18, Ill.
Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.

FOREIGN POSTAGE
Foreign Postage Service.....6 Lahey Street, New Hyde Park, New York

IMPRINTERS - SALES LITERATURE
L. P. MacAdams Company.....301 John Street, Bridgeport 3, Connecticut
Wolfe Imprinting Company.....52 Pearl St., Buffalo 2, N.Y.

INVISIBLE INK POSTCARDS
Morley W. Jennings.....East Orange, New Jersey

LABEL PASTERS
Potdevin Machine Company.....200 North St., Teterboro, N. J.

LABELS
Penny Label Company.....9 Murray St., New York 7, N.Y.
M. Victor.....130 Flatbush Avenue, Brooklyn 17, N.Y.

LETTER GADGETS
Hewig Company.....45 West 45th St., New York 19, N.Y.
A. Mitchell.....111 West Jackson Blvd., Chicago 4, Illinois
A. August Tiger.....545 Fifth Avenue, New York 17, N.Y.

LETTERHEADS
Brunner Printing Company, Inc.....190 Jefferson Ave., Memphis, Tenn.
R. O. H. Hill, Inc.....270 R Lafayette Street, New York 12, New York

MAIL ADDRESSING STICKERS
Eureka Specialty Printing Company.....Scranton, Pennsylvania

MAIL ADVERTISING SERVICES (Lettershops)
Acme Mail Advertising Co.....1301 Dodge St., Omaha 2, Nebraska
Advertisers Associates, Inc.....1627 Penn Ave., Pittsburgh 22, Pa.
Benart Mail Sales Service, Inc.....228 East 45th St. New York 17, N.Y.
Century Letter Co., Inc.....48 East 21st St., New York 10, N.Y.
Mary Ellen Clancy Company.....250 Park Avenue, New York, N. Y.
A. W. Dicks & Co.....386 Victoria St., Toronto 2, Ont., Can.
Fair Mail Service.....417 Cleveland Ave. Plainfield, N.J.
The Folks on Gospel Hill.....400 S. Main Street, Marion, Ohio
General Office Service, Inc.....527 6th St., N.W., Washington 1, D.C.
Krupp's Advertisers' Mailing Service 228 S. Los Angeles St., Los Ang, Cal.
The Lermage Company.....417 S. Jefferson St., Chicago 7, Ill.
The Letter Shop.....214 Mission St., San Francisco 5, Cal.
Long Island Letter Service.....95 Mineola Blvd., Mineola, N.Y.
MacCallum Letter Service.....7 So. Dearborn St., Chicago 3, Ill.
Mailograph Co., Inc.....39 Water St., New York 4, N.Y.
Mailways.....200 Adelaide St., West, Toronto 1, Ont., Canada
National Advertising Service, Inc.....2055 N. 17, Kansas City 4, Kansas
Premier Printing & Letter Service.....620 Texas Ave., Houston 2, Texas
The Rylander Company.....216 West Jackson Blvd., Chicago 6, Ill.
Union County Business Bureau.....7 Elm Street, Westfield, New Jersey
Woodington Mail Adv. Service.....1304 Arch St., Philadelphia 7, Pa.

MAILING LISTS - brokers
* Archer Mailing List Service.....140 West 55th St., New York 19, N.Y.
* George R. Bryant Co. of N. Y., Inc.....595 Madison Ave., New York 22, N.Y.
* George R. Bryant Co.....75 East Wacker Drive, Chicago 1, Ill.
* Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois
* Walter Drey, Inc.....157 Federal Street, Boston, Massachusetts
* Walter Drey, Inc.....257 Fourth Ave., New York 10, N.Y.
* Guild Company.....160 Engle Street, Englewood, New Jersey
* Lewis Kleid Company.....25 West 45th St., New York 36, N. Y.
* Wille Madden, Inc.....215 Fourth Ave., New York 3, N.Y.
* Mapleton Service Company.....399 Kings Highway, Brooklyn 23, N.Y.
* Mosely Mail Order List Service.....38 Newbury St., Boston 16, Mass.
* Names Unlimited, Inc.....352 Fourth Ave., New York 10, N.Y.
* D. L. Natwick.....932 Broadway, New York 10, N.Y.
Roskam Advertising (Mail Order).....1430 Grand, Kansas City 6, Mo.
Sanford Evans & Co. Ltd.....165 McDermot Ave., Winnipeg, Canada
* James E. True Associates.....419 4th Ave., New York 16, N.Y.
* Members - National Council of Mailing List Brokers

MAILING LISTS - Compilers & Owners
Allison Mailing Lists.....400 Madison Ave., New York 17, N. Y.
Arrow Industrial Lists.....532 Main Street, Holyoke, Massachusetts
Associated Advertising Service.....613 Willow St., Port Huron, Mich.
Bookbuyers Lists, Inc.....363 Broadway, New York 13, N.Y.
Boyd's City Dispatch, Inc.....114-120 East 23rd St., New York 10, N.Y.
Catholic Laity Bureau.....45 West 45th Street, New York 36, New York
Creative Mailing Service.....460 No. Main St., Freeport, New York
Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois
Walter Drey, Inc.....157 Federal Street, Boston, Massachusetts
Walter Drey, Inc.....257 Fourth Avenue, New York 10, New York
Drumcliff Advertising Service.....Hillien Rd., Towson 4, Md.
Dunhill List Company, Inc.....565 Fifth Ave., New York 17, N.Y.
Industrial List Bureau.....45 Astor Place, New York 3, N. Y.
Jewish Statistical Bureau.....320 Broadway, New York 7, N.Y.
The Walter S. Kraus Co.....48-01 42nd St., Long Island City 4, N.Y.
Mail-Ad Co.....469 So. Robertson Blvd., Beverly Hills, California
Market Compilation Bureau.....11814 Venture Blvd., N. Hollywood, Calif.

Montgomery Engineering Company.....8500 - 12 St., Detroit 6, Michigan
J. R. Monty Turf Fan Lists.....201 East 46th St., New York 17, N.Y.
Official Catholic Directory Lists.....12 Barclay St., New York 8, N.Y.
W. S. Ponton, Inc.....50 East 42 Street, New York 17, N.Y.

MAIL ORDER CONSULTANT
Whitt Northmore Schultz.....1115 Old Elm Lane, Glencoe, Illinois

MATCHED STATIONERY
Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.

MIMEOGRAPH MACHINE
Addressing Machine & Equipment Co.....326 Broadway, New York 7, N. Y.

MULTIGRAPH SUPPLIES
Chicago Ink Ribbon Company.....19 So. Wells St., Chicago 6, Ill.

MULTILITH & MULTIGRAPH MACHINES
Addressing Machine & Equipment Co.....326 Broadway, New York 7, N. Y.

PAPER MANUFACTURERS
The Beckett Paper Company.....Hamilton, Ohio
Esleek Manufacturing Company.....Turners Falls, Massachusetts
Fox River Corp.....Appleton, Wisconsin
W. C. Hamilton & Sons.....Miquon, Pennsylvania
Hammermill Paper Company.....Erie, Pennsylvania
International Paper Company.....220 East 42nd St., New York 17, N.Y.
McLaurin-Jones Company.....Brookfield, Massachusetts
Mead Sales Co.....810 Public Ledger Bldg., Philadelphia 6, Pa.
Mohawk Paper Mills, Inc.....465 Saratoga Street, Cohoes, New York
Neenah Paper Co.....Neenah, Wisconsin
Nekoosa-Edwards Paper Co.....Port Edwards, Wisconsin
Peninsular Paper Company.....Ypsilanti, Michigan
Rising Paper Company.....Housatonic, Massachusetts

PARCEL POST MAILING BOXES
Corrugated Paper Products, Inc.....2235 Utica Ave., Brooklyn 34, N. Y.

PHOTO ENGRAVERS
Pioneer-Moss, Inc.....460 West 34th St., New York 1, N.Y.

PHOTOS IN QUANTITY
Moss Photo Service, Inc.....350 W. 50th St., New York 19, N.Y.

POSTAL INFORMATION
Postal Digest Company.....150 Nassau Street, New York 38, New York

COLOR POSTCARDS

Moss Photo Service, Inc.....350 West 50th St., New York 19, N.Y.

PRINTING—Letterpress

The Davenport Press, Inc.....Main St., Mineola, N.Y.
McCormick-Armstrong Co.....1501 East Douglas Ave., Wichita 1, Kansas

PRINTING—Offset Lithography

Bachman Reproduction Service.....259 East 43 Street, New York 17, N.Y.
H. S. Crocker Company, Inc.....San Bruno, California
McCormick-Armstrong Co.....1501 East Douglas Ave., Wichita 1, Kansas

PRINTING—Letterpress and Offset Lithography

Pace Press Incorporated.....636 Eleventh Avenue, New York 36, N. Y.
Paradise Printers and Publishers.....Paradise, Pennsylvania
Proper Press, Inc.....129 Lafayette Street, New York 13, N. Y.
Shield Press, Inc.....2010 Montcalm St., Indianapolis, Indiana

PUBLICITY-PUBLIC RELATIONS

Arthur Pine Associates.....67 West 44th St., New York 36, N. Y.

SALES PROMOTIONAL COUNSEL

Martin Ad Agency (Direct Selling Mail Order).....15 Pl E. 40, N. Y. 16, N.Y.

SPEEDAUMAT EMBOSsing

Moss & Associates.....2 East 23rd Street, New York 10, N.Y.
M. Victor.....130 Flatbush Avenue, Brooklyn 17, N.Y.

SYNDICATED HOUSE MAGAZINES

The William Feather Co.....812 Huron Rd., Cleveland 15, Ohio
Wetmore & Company "Business Brief," 1015 So. Shepherd Dr., Houston, Tex.

TRADE ASSOCIATIONS

Direct Mail Advertising Assn.....381 Fourth Ave., New York 10, N. Y.
Mail Advertising Service Assn.....18652 Fairfield Ave., Detroit 21, Mich.

VARITYPE EQUIPMENT

The Adamm Company.....250 Third Ave., New York 10, N.Y.
Walter "Doc" Hanson.....303 Buckeye Building, Cleveland 15, Ohio
Zenith Typewriter & Adding Machine Co. 34 E. 22nd St. New York 10, N.Y.

XEROGRAPHY — PLATES

Clear-Cut Duplicating Company.....149 Broadway, New York 6, N. Y.

Another union, The Postal Carriers, has also protested, claiming that this new system will make "pack horses" of postal employees. That's the bunk, too . . . because postal rules now provide that carrier pouches be limited to a maximum of 35 pounds.

How screwy can these arguments get?

WRONG SEX

Andy Lenz of Kennedy Letter Service, 1062 Merchandise Mart, Chicago 54, Illinois, passes along a good story about a mistake on a mailing list.

Seems like a form letter was being mailed for Bob Johnson, Director of Sales Promotion for The Mart. One of the names on the mailing list was Odien Hughes of Modern Color, Inc., in Chicago's Merchandise Mart. The letter was filled in: "Dear Mr. Hughes."

The letter was returned to Mr. Johnson with this note penned in the

margin from Mrs. Hughes:

Dear Mr. Johnson:
"Call me Madam" . . . or my friends won't know me from Adam.
Although it's not nice, if you really looked twice
You'd see that I definitely had 'em.

The mailing list was corrected immediately.

MORE BUNK ABOUT DIRECT MAIL

Reprinting below an item from New York Times. Looked like a "plant" to us. Bassett Jones should bone up on economics. He might even discover that he is being taxed for the Ads he reads in his newspapers and magazines.

AGAINST DIRECT MAIL APPEALS

To the Editor of the New York Times:
During the past two years I have kept track of the useless mail delivered at my house. About 75 per cent of all mail delivered goes to the wastebasket. It has reached

a point where I do not bother to open or examine any mail not first class, excepting papers and periodicals to which I subscribe.

I have inquired of my friends and business acquaintances and discovered that all (not some) agree with my findings. Several claim that my figure of 75 per cent is too small.

Postmasters with whom I have had the opportunity to discuss the matter tell me that the mail largely consists of this second and third class material, which clogs the post offices and greatly adds to the operating cost of the Post Office Department. For this all of us pay taxes in order that business and other concerns can load the mails with advertising material and appeals.

Were this sort of mail made first class, the Post Office Department might even operate at a profit.

I do not know of any good reason why I, and many others, should be taxed to help pay the cost of mailing general advertising material, particularly since the cost of such advertising and the cost of mailing to the concerns who issue it is, for them, a tax deduction.

BASSETT JONES.

New York, Nov. 17, 1953.



Short Notes CONTINUED

[from page 15]

with only finger — pushing. Take a trip through a paper mill whenever you get a chance.



□ **KARL R. KOERPER** was elected President of the Kansas City Chamber of Commerce on November 17th, 1953. Karl is an old-time friend of direct mail. When with Greiner-Fifield Lithographing Company he was President of Kansas City Ad Club and a DMAA Board Member. He is now Executive Vice President of the Kansas City Power & Light Company. The Kansas City Chamber of Commerce is in good hands.



□ **A NEW GROUP** has been organized to represent the users of Fourth Class postage. The "Parcel Post Association" was incorporated October 1, 1953. Ted Leyhe, Vice President of Miles Kimball Company, Oshkosh, Wisconsin, chaired the preliminary organization committee. Temporary headquarters have been established in DeSales Building, Washington 6, D.C., and many of the mail order parcel post shippers have become members. The Association will battle for fair regulations and rates.



□ **"TIPS ITS CAB TO SERVICE"** is the realistic idea in this new White Motor Company (Cleveland, Ohio) booklet featuring their 300 Series of trucks. The cover (shown here) has a die-cut truck cab which tilts forward,



exposing engine . . . exactly like the actual trucks. Cover is four colors, and inside it's explained that "with just about the same amount of energy you need to tilt the cab of the White 3000 on the cover of this booklet, you can tilt the cab of the White 3000 . . . and as quickly, too! An easy turn of a key engages a power mechanism that lifts the cab forward in seconds." Full page photos of the White 3000 Series' advantages in various types of business make the booklet a welcome sales aid for



□ **IMPRESSIVE CEREMONIES** were held on the steps of the General Post Office in New York on October 29th at noon. Occasion was arranged for ten postal employees who were presented with medals of honor for outstanding services "above and beyond the usual line of duty." Master of Ceremonies was Edward Mayer, Jr., President of James

Gray, Inc., New York and Chairman of Citizens' Advisory Committee to Acting Postmaster John Sheehan. Former Postmaster Harold Riegelman made the presentations before a large crowd on Eighth Avenue. The ceremony itself was a good idea . . . to improve employee morale. Should be duplicated in other cities.

White branches, distributors and dealers. Roy A. Fryer, White Sales Promotion Manager, reports that it is one of the most successful pieces they've ever turned out.



□ **THE PHILADELPHIA DIRECT MAIL CLUB** held its third annual Direct Mail Day on November 10, at the Bellevue Stratford Hotel. This reporter enjoyed hearing Les Suhler, Subscription Manager of *Look* magazine and immediate past President of the Direct Mail Advertising Assn., speak at the jam-packed luncheon. Earle A. Buckley was Chairman and Promotion Manager of the "Day." Following the luncheon meeting the guests had a chance to inspect the sixty 1953 Best of Industry campaigns of the DMAA. Then there was an afternoon session with nine "Circles of Information" tables . . . each headed by experts in the subjects classified . . . copy, general correspondence, sales letters, layout, production, measuring results, mailing lists, etc. (See Ed Husen's informative article about direct mail days, starting on page 26).



□ **DUPLICATING PAPERS, INC.**, 133 W. 19th St., New York 11, N.Y., have revised their informative *Introduction to Office Duplicating and Printing Processes* booklet . . . and are offering it to any duplicating machine owner. The revised booklet covers the latest developments in duplicating processes with paper

requirements and operating hints. Twenty-eight pages of helpful, up-to-the-minute information for all types of duplicating machine users. William A. Ross of Duplicating Papers, Inc., says he'll be glad to send any duplicating machine owner a copy.



□ **IMPORTANT REMINDER!** Third Class bulk mailers (under P.L.R. 34.65 (e) or 34.66) must renew their permits for the new calendar year beginning January 1, 1954 . . . and pay the annual fee of \$10.00. Although it's not mandatory to pay this fee until the first mailing is made after January 1, it's a good idea to pay it soon as possible. Eliminates confusion and slow handling on first-of-the-year mailings.

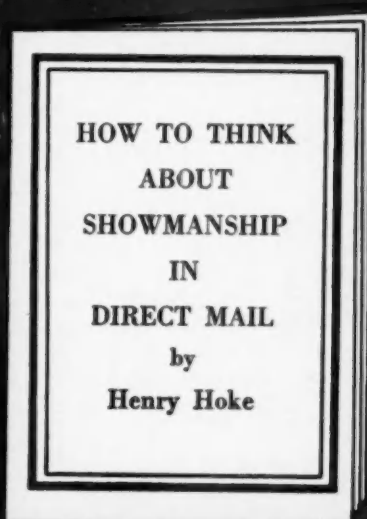


□ **THE REPORTER STAFF** extends holiday greetings to all you readers of *The Reporter*. December is usually a poor month for direct mail . . . but may all your dreams come true in 1954. *The Reporter* is making big plans for future issues. We'll have plenty of case histories during a period when the mails will be used more than ever for hard-boiled selling. We've made one New Year's resolution: We promise not to move again. Still not entirely settled from the move last May. But we're open to visitors any time.

ALL YOUR CREATIVE PEOPLE

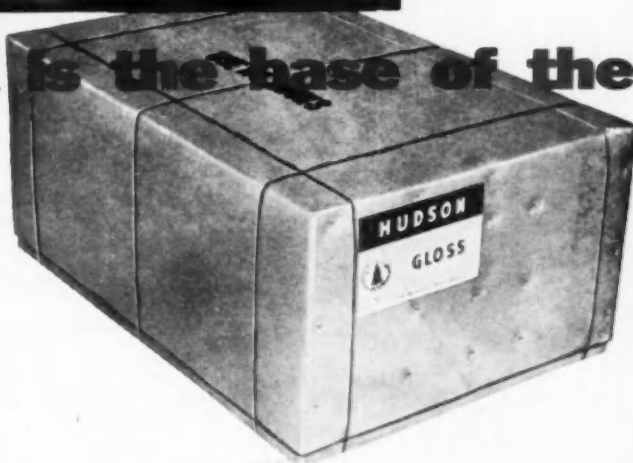
(including your salesmen) should have a copy . . . and should read this new booklet . . . a reprint from the April feature issue of The Reporter. It will tell them how to build adequacy into every promotion . . . why the lack of adequacy is the key to many failures in direct mail. It will tell them (1) What is Showmanship (2) The Fundamentals of Showmanship (3) A review of Formats Relative to Showmanship (4) How to Determine What Type of Showmanship To Use (5) Putting the Spotlight on the Six Major Types of Showmanship (6) The Showmanship of Realism (7) The Story of Yoon Yun . . . a campaign which exemplifies the finest kind of Showmanship.

\$1.00 HOW TO THINK ABOUT SHOWMANSHIP
6 x 9 — 64 pages — Discount for bulk orders.





PAPER is the base of the job!



Hudson Gloss This smooth-surfaced, smooth-printing stock is process coated for excellent half-tone work. Hudson Gloss handles superbly on flat bed or rotary press. Ideal for top quality literature, house organs, booklets, folders, catalogs... for every fine job—and it's economical.



International Paper COMPANY

PAPERS FOR PRINTING AND CONVERTING

220 East 42nd Street, New York 17, N. Y.